

# A Vision of future Dallas

## DALLAS

Official Publication of the Dallas Chamber of Commerce

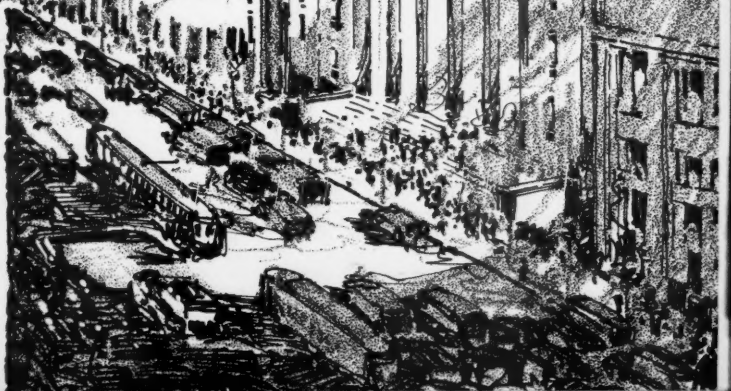
Vol. 3 No. 6

June, 1924

THIS cover is to illustrate a glimpse of future Dallas as envisioned in an address by Frank McNeny before a Chamber of Commerce meeting in 1922. He prophesied that within the next 15 years Dallas will add at least "two dozen additional skyscraper office and mercantile buildings; at least two new hotels from 800 to 1,000 rooms; scores of new wholesale houses; large cotton mills; large terminal railway facilities with 1,000,000 or more square feet of fireproof warehouse space, and the population will have reached 500,000."

The new Santa Fe Terminal, Dallas Textile Mills, new hotels announced, new office buildings and many other acquisitions already indicate that Mr. McNeny was not a "false prophet."

Cut Courtesy Dallas Times-Herald



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Style No. 231



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STYLE 45X

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Address inquiries to the Secretary

DALLAS SCHOOL OF COMMERCE  
Southern Methodist University



THIS is the new all daylight plant of the Dallas Mailing Company—located at 1916½ Main near Harwood. There are six skylights and many windows. The company has been in business here twelve years, engaged in the work of creating sales letters, and handling direct-by-mail advertising from the idea to the Post Office. Reed May and C. N. Reynolds head the organization.

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Cooper Storey Co. purchased their first Autocar 2 years ago and since then have purchased five additional Autocars. Mr. Storey says, "After trying all standard makes I find the Autocar the cheapest to operate and maintain."

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# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 3

JUNE, 1924

No. 6

## What Real Estate Means to Dallas

**T**HIS issue of "Dallas" is devoted largely to the biggest thing in our city—real estate—the buildings comprising Dallas and the land upon which they rest. Suppose it were possible for all real estate to be wiped out; Dallas would lose nearly 80% of its taxable income. The real estate of Dallas is practically the sole security for all the bonds issued by the city, from which improvements are made for the use of our citizens.

Real estate is the backbone and sinew of a city and anything that goes hard on real estate, such as restrictive legislation, high taxes, etc., in its last analysis restricts and injures the city, including every inhabitant thereof. Therefore every person living within a city should have a keen interest in its real estate.

### Real Estate Foundation of Fortunes

**R**EAL estate is the foundation of the majority of the notable fortunes of Dallas. Real estate is the first thing brought into use in temporary or permanent improvement, or in any kind of production. It is something that **MUST BE HAD** and "they have quit making it." Fundamentally the basis of all wealth is land; and with a family located on every farm, a home on every residence lot, and the necessary number of commercial, industrial and public buildings occupying their respective places, the value of land throughout the world will be beyond comprehension.

Real estate is convertible and prices are regulated by the law of supply and demand. One very strong feature of real estate as an investment is that it is the safest, even for those who are not well posted on values. This is for the reason that every purchaser can have his or her property appraised and the title insured; and with the knowledge of the fact that the value is sound and the title clear, it is difficult for even the novice to make a serious mistake—to say nothing of investments guided by experience and intelligence.

Of course there are cases of wild speculation, but investment and speculation are different things, and this article has to do with Dallas real estate as an investment. In times of financial stress, land is the basis upon which all commodities are judged. It might not sell readily in the midst of a business depression; but if one will notice, real estate does not de-

### Real Facts About Local Real Estators

**T**HE city directory shows nearly 500 real estate firms or operators in Dallas. Of this number 71 are members of the Dallas Real Estate Board. Altogether, officials and employees of local real estate firms number about 1,500. Including their families, this means nearly 6,500 supported by the industry. These figures do not include abstractors, title guaranty companies and the many other concerns closely affiliated with real estate.

**L**AST year, real estate transfers played a \$62,246,267 tune on the cash registers of Dallas County, the bulk of this being in Dallas—no inconsiderable addition to the city bank clearings.

**R**EAL estate operators are Apostles of optimism, men of vision and action and foremost examples of the famous Dallas Spirit. Trace almost any forward step Dallas has taken and you will find a real estate operator at its beginning.

**R**EAL estate operators furnish the largest number of individual memberships in the Dallas Chamber of Commerce.

preciate in value (except temporarily and in individual cases), but simply marks time and always comes back when the depression is over. Appreciation in value is sure to come in a growing community.

### Attractive Features About Real Estate

**O**NE of the outstanding features of investing in real estate is that the individual controls the action of the entire investment. Even though his equity is in the minority, he is free to dispose of the holding according to his judgment and he personally benefits by all increase in value of the property. Modern financing has

made real estate purchasing remarkably easy.

The city in which property is contained is the deciding factor that insures stability and continued enhancement of property holdings. A progressive city not only means safe real estate investments, but ever-increasing land values.

### Dallas Real Estate Safe

**D**ALLAS real estate rests on a safe basis; on the basis of more than fifty years of steady growth without "boom" conditions; on its excellent geographical location and the limited development of Dallas' great trade territory, the Southwest, since hardly more than one-fourth of the arable land of the territory has so far been placed in cultivation, and mineral deposits and other natural resources are largely unexploited. Also the development of manufacturing in Dallas will enhance realty values, and the big "factory era" is our next stage of growth.

### Outside Capital Believes in Dallas

**O**NE of the most gratifying features of the phenomenal building program which has continued in Dallas ever since building restrictions were removed following the war, and which now amounts to nearly \$100,000,000 for the five and one-half years, is the financing by outside capital.

Of a total of some \$20,000,000 worth of building projects in Dallas, either under way, just concluded or soon to start, about 75% of this is being financed by outside capital. G. L. Miller & Co., Atlanta, financed the \$1,100,000 Stoneleigh Court Apartment completed last year and are now financing the \$1,000,000 Maple Terrace. S. W. Straus & Co., Chicago, have financed \$12,675,000 worth of construction in Texas, and of this \$8,525,000 has been in Dallas, or more than two-thirds. It includes \$1,400,000 for the \$2,250,000 Melrose Court, soon to be completed and \$3,250,000 for the \$5,500,000 Baker Hotel, on which work soon will start. Officials of the company say that the latter is the largest loan ever made by the company in a city of less than 1,000,000 and that they have "complete faith in the growth and development of Dallas."

Then there is the faith of the great Santa Fe Railway system, as exemplified in the \$5,000,000 Santa Fe Terminal Building, with its 31 acres of floor space, of which story after



story is rising rapidly and which is perhaps the largest building under construction in the world today. Last month a \$1,000,000 building permit for the new Ford assembling plant was taken out. The new \$1,000,000 Hilton Hotel will be financed largely by Iowa capital, and the \$1,000,000 addition to the Adolphus will represent outside capital almost entirely. The M-K-T Railroad is completing a \$400,000 warehouse; the Brown Cracker & Candy Company is making a \$500,000 addition to their factory, and there are other examples too numerous to mention.

#### Other Evidences of Confidence

SO many big things are happening in Dallas that it is difficult to keep track of them. Only the last month definite commitment was given that two new steam railways would enter the city. Last year a fifth interurban electric line was completed and Dallas' sixth interurban will be completed by this fall. Work is under way on a \$5,000,000 water supply project to care for the needs of the Dallas of the future. The Dallas Power & Light Co. is completing its new plant here at a cost of more than \$2,000,000. Dallas is exceptionally fortunate in its class of public utilities and these are being crowded to keep up with the demands of the city. During the past two years four of these companies have expended \$7,000,000 in extensions and improvements and, including this year, the total will reach \$12,500,000. These facilities are the gas, light and power, telephone and street railway companies. The Dallas Cotton Mills, oldest and largest in the State, has increased its spindles to 16,000; within the past few months the \$1,000,000 Dallas Textile Mills began operation, and now another cotton mill is announced for Dallas. Work on the 20-story Republic Bank Building is under way. The State Fair is to start soon the erection of an auditorium to cost more than \$500,000. Two churches alone, on which work is under way, are erecting new buildings at a total cost of more than \$1,500,000. New schools, new residences and apartments almost innumerable, are going up.

#### Cash In on Dallas' Future

STATISTICS from the Tax Assessor's office show that Dallas' property values have increased more than 800% in the past two decades. Such enhancement in value does not appear illogical when a table of statistics, carried on these pages and showing the growth of the city in business and all other lines, is studied. In population, Dallas jumped from 86th to 42nd in rank in the Nation between 1900 and 1920, according to the Federal census, and it is now making a net gain of around 15,000 people annually. Why not be among those who will cash in on Dallas' future? You cannot go wrong when you buy Dallas real estate at the correct price, and the owning of it will make you a better citizen.

# Dependable Proof of the Progress of Dallas

TURN to the brief but eloquent history of Dallas for proof as to its progress, and an estimate as to its future. It is the remarkable record shown below that is making Dallas one of the most talked-of cities of the Nation. Cities that grow like weeds are in danger of suffering from a reflex, but Dallas' growth has been as steady as that of the oak, and like the oak its roots extend widely and reach deeply, its territory being one of the world's richest agricultural belts. With excellent and growing transportation facilities and surrounded by natural resources required for industry and the creation of wealth, hardly more than touched, Dallas is assured of a still greater growth and has the strength to weather any periods of abnormal depression that may affect the Nation.

#### DALLAS DATA DOWN TO DATE

Founded by John Neeley Bryan in	1841
Named after Geo. Mifflin Dallas, Vice-President under Polk	
Incorporated as a city in	1871
Commission form of Government	
Incorporated area, square miles	26
Rank in population among cities of Nation (1920)	42
Approximate altitude (feet above sea level)	500
Average annual rainfall, in inches	37
Average annual temperature (degrees)	64.4
Factories, more than	500
Wholesale establishments	500
Retail establishments	3,200
Population, 100-mile radius	2,000,000
Banks	13
Steam and electric railway outlets	20
Number of homes	45,000
Number of public schools	50
Number of private schools, colleges and universities	80
Number of churches	200
Number of daily newspapers	4
Area in parks and playgrounds (acres)	3,800
Number of golf courses	10
Number of theaters	37
Seating capacity of theaters	28,500
Guest capacity of 7 largest hotels	6,000
Number bales of cotton financed here annually	1,500,000
Normal annual death rate per 1,000	11.5
Number men in police department	225
Number men in fire department	275
Mileage in paved streets	225
Mileage of sewers	315
Street railway mileage	110

#### GROWTH IN POPULATION

The following table shows the steady growth of Dallas in population, the figures up to 1910 being from the Federal census and representing only the incorporated limits, and from 1910 to 1923 being from Worley's City Directory and representing Greater Dallas, roughly a six-mile radius:

1870	2,960
1880	10,358
1890	38,067
1900	42,638
1910	160,000
1920	183,244
1921	201,088
1922	215,498
1923	232,156

#### ASSESSED VALUATION OF CITY

Statistics from the City Tax Assessor's office show a gain of more than 500 per cent in Dallas' property values in 23 years. Property in Dallas assessed about as follows: 50% on personal property, 36% on real estate and improvements. This would put the real value of Dallas' property at more than \$400,000,000.

1900	\$ 23,016,600
1923	192,877,825

#### PUBLIC SCHOOL ATTENDANCE

These figures, the same as for assessed valuations, are for the city limits only, not including Highland Park or other areas of Greater Dallas:

1907	13,420
1923	38,128

#### VALUE OF BUILDING PERMITS

1905	\$ 2,988,504
1919	14,295,520
1920	13,755,219
1921	15,000,206
1922	20,622,000
1923	20,988,469
1924 (to date)	12,700,000

#### DALLAS' POSTAL RECEIPTS

1891	\$ 109,538
1923	3,010,318

#### REAL ESTATE TRANSFERS IN DALLAS COUNTY

1900	\$ 4,651,304
1923	62,246,267

#### METERED WATER CONNECTIONS

Figures shown herewith are for the city limits only, now embracing some 26 square miles:

1918	27,265
1923	42,658

#### TELEPHONE CONNECTIONS

1900	2,459
1923	48,600

#### GAS METERS

1910	8,743
1923	44,992

#### ELECTRIC LIGHT CONNECTIONS

1917	24,693
1923	45,100

#### BANK CLEARINGS

1915	\$ 356,300,598
1923	1,865,414,000

#### BANK DEBITS

1920	\$2,181,901,000
1923	2,065,244,000

#### BANK DEPOSITS

1915	\$ 30,187,446
1923	128,829,981

#### BANK RESOURCES

1900	\$ 7,251,000
1923	152,914,761

#### RETAIL BUSINESS

1920	\$250,000,000
1923	250,000,000

#### DALLAS FACTORY OUTPUT

1904 Federal Census	\$15,628,000
1919 Federal Census	93,650,000
Factory output in Dallas County in 1919, \$116,160,150; estimated for 1923, \$135,000,000	

#### JOBGING BUSINESS

1910	\$125,000,000
1923	700,000,000

#### MOTOR VEHICLE REGISTRATION IN DALLAS COUNTY

1919	23,811
1923	51,060

## Mailing Company Moves To Larger Quarters

The Dallas Mailing Company, located at 1320 1/2 Commerce Street for the past two years, has again been forced to secure larger quarters. On June 1st they moved to 1916-18 Main Street. The entire second floor of the building at this location has been leased by them for a period of five years. The new building is especially equipped for their purpose, having six large skylights and an unusual amount of window space, thus making it an all daylight plant.

The Dallas Mailing Company was organized in 1912. At that time the company was composed of W. R. May and one assistant, C. N. Reynolds associating himself with the firm in 1920. Since 1912 the firm has grown until now they have on the payroll over forty people.

# Dallas Erects \$50,000,000 Worth of Modern Homes

**R**ESIDENCE construction represents around half of the \$100,000 building program in Greater Dallas the past five and one-half years, a program that has placed Dallas as second city of the Nation in value of building permits on a per capita basis for the period, and 18th in total value of construction. Carrying out this program today, there are about 16,000 people employed in the building industry.

Removal of building restrictions following the war found a marked house shortage in Dallas. So serious was this that the Chamber of Commerce organized the Dallas Housing Company to construct homes on a large scale. This precipitated the most remarkable building program in the history of Dallas, and one of the most extensive ever set in motion in a city of this size, and which is continuing unabated today. During this period about 13,000 homes have been erected in Dallas, or sufficient for a city of 65,000 people. It would appear that Dallas has been erecting residences at a faster rate than its population growth, but it should be recalled that the shortage here following the war was 3,000 homes, with in many instances two or more families living where but one should have been accommodated. The past five and one-half years have also witnessed a great wave of apartment building, which has contributed materially to the housing facilities of the city.

## Home Ownership Growing

**A** FEW years ago the Federal Census showed that within the city limits of Dallas there were 36,754 homes, of which 22,696 were rented. In Greater Dallas today there are nearly 45,000 residences, and real estate operators report that the tendency toward home ownership has been growing steadily, although there still are far too many rented homes. In Texas as a whole there are considerably more rented homes than

homes owned by the residents. In normal times a renter will have paid his landlord within about ten years a sum sufficient to have purchased his home, and at the end of that time find himself without an asset to show for the expenditure. The steady appreciation in value is another argument in favor of owning a home in Dallas.

Of necessity the opening of additions has represented the principal residential construction the past five and one-half years. The Chamber of Commerce has received about 70 replies from a questionnaire sent out to developers of residential additions that have been opened since the war.

## Magnitude of Addition Operations

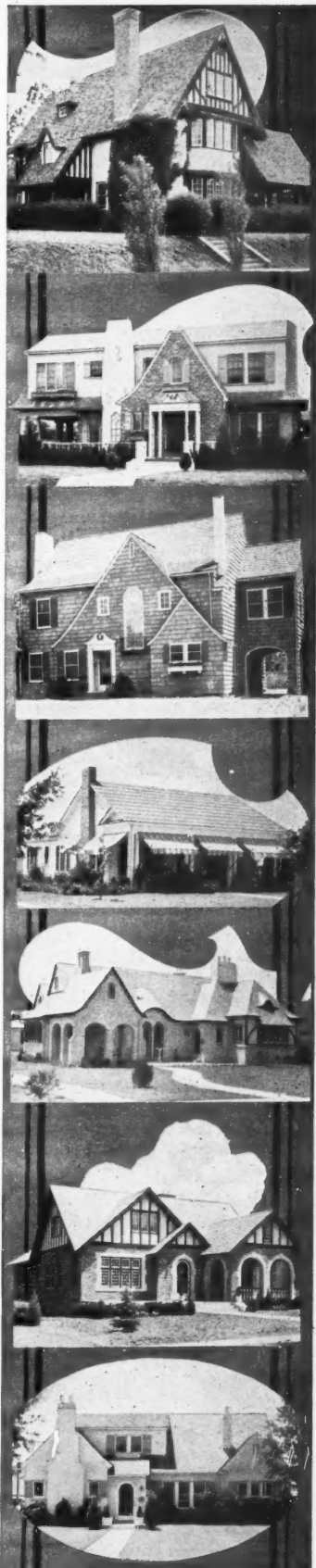
**T**HE returns received from the 70 additions, and this does not represent the entire list, shows that around 25,000 lots have been placed on sale in the several thousand acres that have been added to Dallas. Of these, about one-half have been sold. The returns show that several million dollars have been expended in the developing and beautifying of these additions, without regard to the millions of dollars represented by the building of homes.

Not so many years ago landscape gardening was unknown in Dallas, save in a few isolated instances. But buyers are more exacting in their demands for home property today. When an addition is opened now it must have all or nearly all the conveniences of the city, including transportation, if it is designed for homes of average families; or a first-class automobile road if for restricted high-class residential purposes. The streets must be paved, sewer and gas lines run, sidewalks laid and trees planted by the developer if there are none already provided by nature. If the land is susceptible to terracing, this must be done. There is a better sale also if parks are provided, with room for school buildings and playgrounds.



Cuts Courtesy Flippen-Prather Realty Co.

## Types of Dallas' Modern Homes



### Fine Additions Offered Public

**A** HIGHER degree of taste on the part of the public is not the only reason for these better additions. The real estate operators themselves have been responsible for what they call "the better home" movement, now general throughout the country. They have vied with each other in preparing home sites with the strong artistic appeal, as well as possessing necessary utility value. Every addition is sought to be made more attractive than any other of its class, and the result has been a general betterment of all suburban property. Needless to say this proves expensive for the developer and the margin of profit on the lot is far less than the general public supposes.

But on the other hand the progressiveness of Dallas real estate men has resulted in making Dallas a city of real homes, not merely residences; it has given Dallas some of the highest class residential districts in the Nation, additions that cannot fail to impress the visitor. The strength and character of a city make its best expression through its homes, and these beautiful, substantial residential sections contribute as much as any other feature to the irresistible appeal Dallas makes to the stranger within our gates, contributing largely to his decision to locate here.

### Ranks Dallas' Growth with Los Angeles

"Dallas more nearly approaches Los Angeles in its great growth and development than any other American city," said A. G. Wells, of Chicago, vice-president of the Santa Fe Railway system, upon his visit here the latter part of May. Mr. Wells, with other Santa Fe officials, inspected the \$5,000,000 Santa Fe Terminal Building, which now has two of its units above the ninth story, and stated that this is the largest building project now under way by his system and would constitute one of the greatest of all American terminal plants. Mr. Wells made a trip of inspection over the residential district of Dallas. His compliment by ranking Dallas' growth next to that of Los Angeles is borne out by the fact that for a number of years Dallas has been exceeded only by Los Angeles in value of building permits per capita.

# Don't Underestimate Dallas

By W. D. Jones, President Dallas Real Estate Board

**D**UE to the phenomenal and ever-increasing construction activity existing ever since the war, I have been asked the questions: Is Dallas being over-built? Are too many residential subdivisions being put on the market? Are there too many apartments and residences being erected?

Having lived in Dallas many years, and having been engaged exclusively in a business that calls for the closest observance of city growth and real estate conditions of all kinds, I shall take the liberty of expressing my views. I have many times made the statement that I will now repeat: "Nothing has ever been over-done in Dallas."

### Dallas Always Underestimated

**E**VERYONE has always underestimated Dallas, its possibilities and needs. Not only do strangers underestimate our city, but even those who have always lived here fail to grasp fully our requirements and possibilities. No hotel, office building, bank, warehouse, factory, railroad station, water supply, apartment building, auditorium, church, school, theater, city hall, court house, or even jail has ever been built large enough for the steadily growing needs of Dallas. No one's vision has ever seemed comprehensive enough, and until some one thing is really ever done in too big a way in Dallas will I admit that anything touching construction circles here can be over-done.

It would cost very little more to do things in a bigger way while we are about it. This would eliminate the necessity of undoing and tearing down and building all over again, and if we will just learn to profit by the mistakes in the past and raise our sights where Dallas is concerned, it will be far better for our city. A step in this direction is the "Twenty-five Year Program Committee" recently named by the Chamber of Commerce.

### Regarding Subdivisions

**I**T is true that there are many subdivisions springing up, one or more almost every week, but not too many of them. You must remember that the older parts of the city are built almost solid and that to get a lot for a new home one must go to the new subdivisions. Also, it should be noted that older unrestricted locations are fast being converted into business houses, apartment building and rental property, and that the knocking out of the zoning ordinance has caused the home owners living in such sections to seek the restricted areas where their homes will have suitable protection. It should be noted, too, that practically all new subdivisions are restricted to one-family residences, and that the average subdivisions put on the market in Dallas seldom have more than 100 lots. Con-

sidering the almost sensational rapidity with which lots are being sold, and the thousands of homes that are needed to care for Dallas' growth, together with the other phases mentioned in the foregoing, I have reached the conclusion that there are not too many subdivisions.

### Apartment Buildings

**U**P until the past few years, apartment buildings were almost unknown in Dallas, this being largely a private residence city. But the past year or two hundreds of apartments have been built and occupied. Three big modern apartments, ranging in cost from \$1,000,000 to more than \$2,000,000, have either been completed or are under construction. To some Dallas people who may be unfamiliar with the number of apartment houses in other cities of this size over the country, it may seem that Dallas is building too many apartments. But they should see the much larger number that have been assimilated by the population of such cities as Atlanta, and they should recall that most of our city's apartment building has been crowded into only a few years.

I believe it safe to say that all apartments constructed or under way will be occupied in a reasonable length of time, unless they are undesirable or unless too high a rental is asked. If it were not for the large number of apartments that have been built, residential rentals in Dallas would be much higher than they are at present. The new large apartment buildings—Stoneleigh Court, Melrose Court and Maple Terrace—will be completely filled and they are only the forerunners of many others of similar type that will be built here, as Dallas has arrived at a great city and these accommodations are the earmarks and conveniences of a great, modern city.

### Activity of Business Property

**W**HILE I believe more fine homes, as well as lots, have been bought in Dallas since the first of the year than during any previous five months in the history of the city, and the demand continues, still residential property is far from the only activity. Local dealers in business property are reporting many inquiries from men considering the purchase of such property as an investment. While business property has been constantly active in Dallas for many years, still the purchases usually are made by persons who buy to put such property into immediate use, rather than as an investment. The activity in this new phase of the situation is an index to the steadily growing and firmly-based confidence in Dallas and marks the advent of Dallas property into the ranks of that of the larger cities of the East and North.



## What County Records Report on Dallas Real Estate

By W. T. Sargeant, Mgr. Stewart Title Guaranty Co., being an address delivered before the Dallas Real Estate Board

**M**Y subject is a positive statement and therefore must be discussed from an optimistic viewpoint. Every realtor should be an optimist but not an enthusiast. An optimist pushes forward steadily and confidently; while an enthusiast, under the power of excitement, runs amuck and overdoes things. No one in the real estate business in Dallas should hesitate to recommend the purchase of Dallas real estate as an investment. The records of Dallas County show many interesting facts upon which you may base your recommendation. I shall use a number of these facts and try to make them as interesting as facts and figures can be made.

I will try to give you instances in each section of the city so as to show that the increase in property values in Dallas has been general and not confined to any one section.

### Business Section Values

**W**E will first take up the BUSINESS SECTION. When I came to Dallas on September 1st, 1905, the building at the northeast corner of Main and Ervay Streets was then known as the Plateau Building and is now known as the Marvin Building. This property was purchased on December 27th, 1902, by Mrs. Ruth Bryan Plateau for \$66,000 and sold by her on Feb. 20, 1914—about 11 years later—to J. B. Wilson and J. Ashford Hughes for \$205,000. The interest of Mr. Wilson was acquired by Mr. Hughes, and the Hughes heirs on January 20, 1920, sold the property to Z. E. Marvin for \$300,000.

### Oak Cliff Property

The next section I will deal with will be OAK CLIFF. In what is called the old part of Oak Cliff, at the northwest corner of Jefferson Avenue

## Real Estate Mortgages Earn Highest Income For Life Insurance Companies

The National Association of Real Estate Boards, in a pamphlet issued by them, prepared by Richard T. Ely, director of the Institute for Research in Land Economics and Public Utilities, Madison, Wis., shows that the average advantage of life insurance companies in investing in real estate mortgages over stocks and bonds is 1.49% per annum or practically 25%. Life insurance companies are held as a model in the matter of choosing safe investments for their funds. The table follows:

Comparison of the average gross rates of income earned by insurance companies on real estate mortgages and stocks and bonds

Year	Average gross rates earned		Disparity
	on mortgages	on stocks and bonds	
Simple average	6.10	4.61	1.49
1915	6.13	4.69	1.44
1916	6.13	4.72	1.41
1917	6.10	4.43	1.67
1918	6.12	4.38	1.74
1919	5.90	4.55	1.45
1920	6.08	4.66	1.42
1921	6.27	4.81	1.46

and Llewellyn Street, a 100-foot lot sold on April 23, 1924, to W. W. Price for \$9,450. Kinnison Bros., who sold to Price, purchased the property on June 10, 1915, for \$4,750.

In the newer part of Oak Cliff on Edgefield Avenue in what is known as WINNETKA HEIGHTS the company owning the addition sold, on April 22, 1910, a lot for \$1,000; and another lot on the same street in the same vicinity was sold on May 10, 1910, by the same company, for \$950. A reasonable value of the ground at this time would be \$2,000 per lot.

In what is known as the northern part of Oak Cliff and in what is called OAK CLIFF ANNEX two lots, one a corner, on the west side of Clinton Avenue between King's Highway and Kessler Square, were sold by the addition company on March 9, 1911, for \$475 each. And on the east side of Edgefield Avenue, in the same addition, a lot on April 6, 1911, sold for \$350. A reasonable value of each of these lots today would be \$2,000.

### South Dallas Property

**W**E will now pass on to SOUTH DALLAS. A piece of property at the northeast corner of Colonial and Peabody Avenues improved with a small frame cottage sold on March

20, 1923, to Isadore Levine for \$11,500 cash. This property, in practically the same condition except for the paving of Peabody Avenue, was purchased on Feb. 25, 1914, by Joe Helman, who sold to Levine, for \$4,750.

In EAST DALLAS we find that in the section known as MOUNT AUBURN a lot on Beacon Street near the car line sold by the company owning the addition, on Nov. 30, 1908, for \$300. The ground value of property in this vicinity today would be reasonably \$1,750 per lot.

I purchased, on June 10, 1912, ten lots in this addition for \$500 each, and a reasonable value for these lots today would be \$1,500 each.

In JUNIUS HEIGHTS, another addition in East Dallas, at the southeast corner of Tremont and Beacon Streets, a 60-foot lot sold on Sept. 6, 1906, by the original owners of the addition, for \$625. The ground value of this corner today would no doubt be placed at \$3,000.

In the older portion of MUNGER PLACE, in this same section, I find a 65-foot lot on Junius Street near Collett sold on June 29, 1907, by R. S. Munger, the original owner of the addition, for \$2,536.65—a little less

(Continued on page 22)



—Cut Courtesy Rucker & Jones

VIEW OF NEW HOMES IN PERRY HEIGHTS

## Building Program Shows Big Gain Over 1923

**D**ALLAS' phenomenal building program, which now totals nearly \$100,000,000 in the last five and one-half years, received a strong impetus during May, the permits for the month totaling \$2,726,770, and bringing the figures for the year to \$12,697,382. This is \$2,646,400 more than for the first five months of 1923. The \$1,000,000 permit for the new plant of the Ford Motor Company was the largest permit issued. It would not be surprising if permits for the year would be around \$30,000,000, as there are several large buildings in line for permits.

### Hotel Building Activity

**T**HE feature in building circles the past month is the increasing of Dallas' hotel facilities. C. N. Hilton, lessee and operator of the Waldorf Hotel, has announced that he has sold his lease, which expires March 1, 1925, to Harry Sigel, owner, and that the Hilton Hotel Company, of which he is president and which now operates several hotels in Texas, will erect a 14-story, \$1,000,000 hotel at the northwest corner of Main and Harwood Streets. A 99-year lease on the property has been secured from George W. Loudermilk for a consideration of \$3,125,000. Lang & Witchell are the architects. It is understood that Iowa capitalists are interested in the company. Clearing of the site is scheduled to start this month, and it is expected the hotel will be completed in one year.

In this connection, Harry Sigel, owner of the Waldorf, has announced that an addition of 12 stories will be made to the Waldorf, on property just east of the hotel, fronting 25 feet on Commerce and 40 feet on Jackson and 200 feet in depth. The new building will cost about \$250,000. F. J. Woerner & Co. are the architects. Wrecking of the building now on the site is scheduled to start in about 90 days.

Work started last month by Contractor T. A. Griffin on excavations for the foundation and basement of the new 20-story Republic Bank Building. With the completion of the excavating the general contract will be let. The basement will extend two stories underground.

With preliminary plans for the structure completed and actual construction waiting on the removal of a tenant in the small structure on Commerce Street between the main building and the present annex, the new 20-story addition to the Adolphus Hotel may be ready for occupancy by Christmas, Alfred C. Bossom of New York, the architect, said upon his visit here last month. R. B. Ellifritz, manager of the hotel, said that the completion of the addition would make it the South's largest hotel, with the exception of the new Bilt-

more at Atlanta. The Adolphus now has 525 rooms and the addition will contain 300 more, a total of 825. The new addition will cost about \$400,000, exclusive of furnishings, which will represent about \$150,000, and the site, costing \$100,000.

Mr. Bossom also is architect for the \$1,000,000 Maple Terrace Apartment, eight stories, to be erected at Maple Avenue and Wolfe Street, just across from Stoneleigh Court, recently completed at a cost of more than \$1,000,000. He said that actual work will be started on this structure within the next few weeks.

### Let Contract for Baker Hotel

**C**ONTRACT for the construction of the Baker Hotel, on the site of the Oriental, has been let by T. B. Baker to the Gilsonite Contracting Company, Dallas. Preston J. Bradshaw, of St. Louis, is the architect. The building will be 18 stories, with 700 rooms, and so planned that 300 rooms can be added with little difficulty. It is expected that the building will be completed by Sept. 1, 1925.

### Dallas Property Advances

An idea as to enhancement in value of Dallas' business property is offered in the deal last month whereby the Hilton Hotel Company paid \$3,125,000 for a 99-year lease on the property at the northwest corner of Main and Harwood Streets. A 25-foot strip on this corner sold in 1873 for \$350. In 1876 an adjoining 25-foot strip sold for \$500. George W. Loudermilk purchased the 50 feet for \$9,000 in 1898 and erected a \$40,000 building on it. In 1902 he was offered an adjoining 50 feet for \$16,000 but declined to buy. Later he decided he wanted the property and paid \$111,000 for it in 1912. Thus Mr. Loudermilk acquired a 100-foot frontage for a total of \$120,000, and now has leased an 83-foot frontage of that property for the new \$1,000,000 Hilton Hotel for 99 years for \$3,125,000.

Negotiations for financing the project were closed with the completion of an arrangement with S. W. Straus & Co., Chicago, to underwrite a first mortgage 6½% bond issue of \$3,250,000, secured by the land, hotel buildings and equipment. The contract for the furnishings of the hotel has been let to Sanger Bros., and will total about \$500,000. It is understood that the Baker Hotel will represent a total investment of around \$5,500,000, including site. The building will be in the shape of an "L," with a frontage of 200 feet on Akard and 141 feet on Commerce. The roof garden will accommodate 2,000.

P. J. Dee, representing S. W. Straus & Co., said this was the largest loan his company had made in a city of less than 1,000,000 population,

## Let Contract for \$1,000,000 Ford Plant Here

**D**ALLAS is again brought into national prominence and the merits of the city as a manufacturing and distributing center emphasized by the decision of the Ford Motor Company to place a \$1,250,000 assembly plant here. This organization, headed by one of the keenest business brains in the world's history, chose Dallas for the big new Southwestern plant only after many months of the most careful investigation of various cities.

As announced in the last issue of "Dallas," the Ford Motor Company purchased a site of 22 acres on Grand Avenue in East Dallas. Last month, contract for the construction of the three buildings comprising the plant was let to the Inge Construction Company, Dallas, and a \$1,000,000 building permit was granted by the city. The property is located at East Grand, between St. Mary and Henderson Streets and was purchased through the Texas & Pacific Railway Company, which serves the site.

### To Employ 1,400 Men

**S**F. BLYER, representing Albert Kahn, of Detroit, architect for the structures, is on the ground to supervise the construction. Contract for the steel to be used was awarded to the Kansas City Structural Steel Co., of Kansas City. The main building will be 300x840 feet, one-story, of reinforced concrete and steel. Except for a space 80x260 feet reserved for office and showroom, it will be used for the assembly of Ford cars and trucks and Lincoln cars. The main building will have a floor area of 252,000 square feet. The oil house will be 114x63 feet, and the power house, 63x69, and will be on the west side of the main building, connected by a tunnel. It is understood the grounds of the plant will be beautified on an elaborate scale.

Railway switches already have been constructed to serve the plant. It calls for a production capacity of 350 cars and trucks a day, an increase of 100 per cent over the capacity of the present local plant of the company. Employment will be given to 1,400 men, or three times the number now employed, manifesting confidence in the Southwest and the stability of Dallas as its chief commercial and industrial center.

and that of the \$12,675,000 his concern had loaned in financing Texas buildings, \$8,525,000 of this was in Dallas, including loans to the Mercantile Trust Building, Medical Arts Building, Sanger Bros., Melrose Court and the new Baker Hotel.

## Pioneer Builders of Dallas Residence Additions

**P**IONEERS in the development of residential additions to Dallas were interestingly discussed in an article by Harry Bengé Crozier in the Dallas News, who showed that during the last fifty years these activities have been closely interwoven with the lives of probably half a hundred men who have labored to make the city what it is.

Along in the '80's, T. L. Marsalis conceived the plan of launching a residence city across the river from Dallas. In partnership with John S. Armstrong, who later was instrumental in bringing Highland Park into existence, the groundwork for Oak Cliff was laid. In order to make his project grow, Mr. Marsalis established a steam railroad and ran trains to and from the city every hour. Oak Cliff today has a population of more than 50,000.

A small addition was platted along South Ervay Street and opened as Eakin's Park, now City Park. Still another example of extending the streets of the downtown section of Dallas and platting the territory alongside was the opening of Walnut Grove Addition along South Akard Street by Prather & Ardrey, a firm composed of W. H. Prather, father of Hugh E. and W. H. Prather, and A. C. Ardrey, father of Howard and Herbert Ardrey.

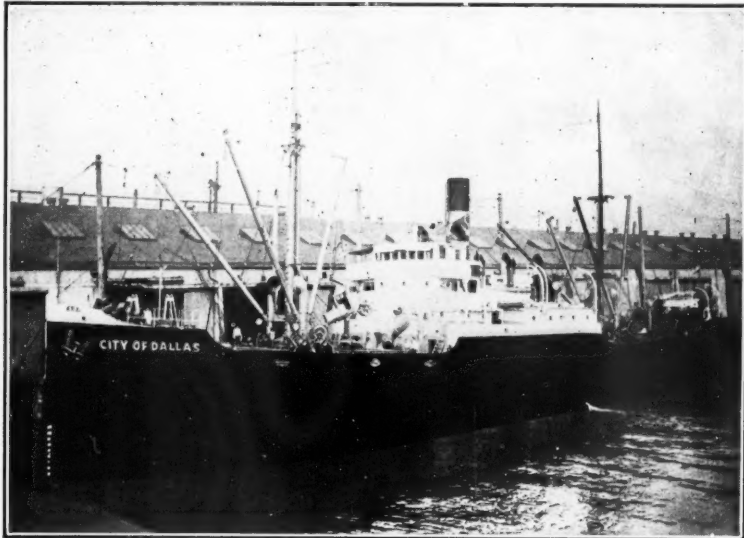
About 1890, men in Dallas began to vision the future expansion they believed to be inevitable. The late Col. Henry Exall was one of the pioneers in the practice of purchasing outlying tracts with a view of developing suburban residential additions. He bought the Barton farm, now the site of Belmont, and interested the Adolphus Busch money in its development.

### Beginning of Highland Park

**T**HE groundwork of Highland Park was laid during the same period. Colonel Exall purchased 1,325 acres from the Caruth and Cole estates, that was a part of a large farm, went to Philadelphia and sold it to Drexel, Morgan & Co., a J. Pierpont Morgan interest. Under this ownership development began immediately, including the building of Exall Lake. When the panic struck in 1892, development was checked and the addition remained just as it was until 1907, when it was purchased by the late John S. Armstrong and development was begun by the firm of Flippen-Prather Realty Company on a restricted basis that assured quality construction and environments.

But Dallas did not have to wait for the development of Highland Park for its first restricted residential district, in which the landscape was prepared elaborately for city building before the first houses were constructed. About 1900, R. S. Munger of Birmingham, Ala., who had lived

(Continued on page 23)



"The City of Dallas," a 3,500-ton freighter of the Southern Steamship Company, named after Dallas partly through efforts of the Dallas Chamber of Commerce, will sail on its maiden voyage from Houston to Philadelphia on June 25. It will be christened on July 4 by a Dallas girl to be named later. The Mayor of Dallas and Chamber of Commerce officials will be invited to attend.

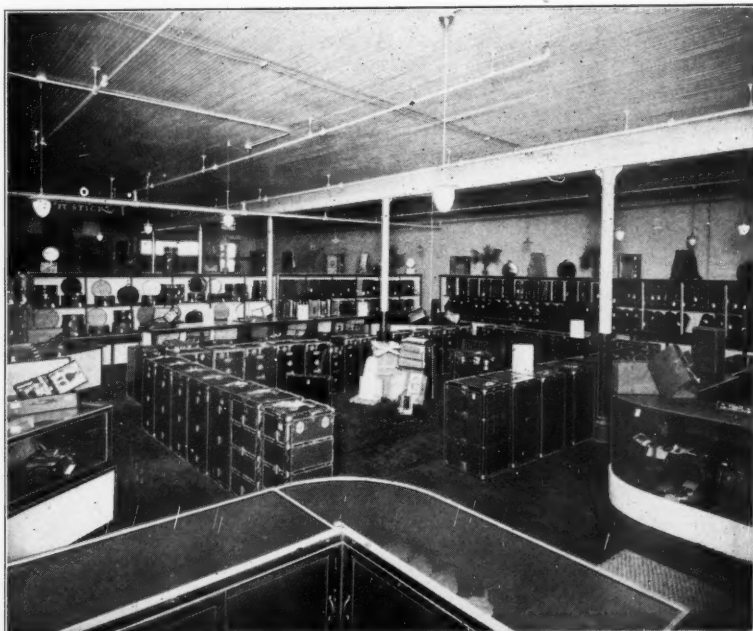
## Padgett Brothers Open Retail Department

The opening during the past few months of an extensive retail department by Padgett Bros., with Durrell Padgett in charge, recalls the early days, back in 1874, when cow-trails and the coyote's howl were as common as good roads and the honk of the automobile today, for it was at this time that J. D. Padgett came to Dallas and with his brother, the late W. C. Padgett, established the company.

This was within a year of the time when Dallas got its first railroad. The firm stationed themselves in a small building on the west side of the courthouse square, the square being about

all there was to Dallas at that time. Steadily the firm has grown until today it is one of the three large plants that give Dallas world leadership in the manufacture and distribution of saddlery, harness and leather goods. The factory plant alone now occupies six floors of a building 80x50 feet and employs scores of skilled workmen. Needless to say the quality of Padgett products, tested throughout the Southwest during these fifty years, has had its bearing on the growth of this pioneer firm.

A view of the interior of the large new retail department is shown herewith. The department will specialize in trunks, hand luggage and travelers' accessories.



Padgett Bros.' New Retail Department





NEW CHAMBER OF COMMERCE HOME  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 3 June, 1924 No. 6

### DALLAS CHAMBER OF COMMERCE OFFICERS

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Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

### Fall Trade Season to Start July 28

The annual fall market season in Dallas will open July 28 and last four weeks, it is announced by President O. S. Boggess of the Dallas Wholesale Merchants' Association. The advertising committee already is at work arranging details of style shows, transportation and other matters for what is expected to be a record-breaking season.

### Planning the Dallas of Tomorrow

IN this issue of "Dallas" is carried some mention of our pioneer city builders and their problems and the wonderful success that has crowned their efforts. But it is obvious that the city of the present must be revamped to meet conditions which have now come into existence, although these conditions were beyond the scope of investigation of the city builders of a few decades ago, farsighted, able men though they were.

City planning problems are to be the study of the Kessler Plan Association, permanent organization of which was concluded recently, with Charles L. Sanger as president, Dr. E. H. Cary, Edward Titcher, W. C. Barns, C. P. Collins and Hugh E. Prather as vice-presidents and John H. Surratt, secretary. Headquarters are in the Mercantile Bank Building. It is the purpose of the association to carry out the various recommendations made in the city plan for Dallas by the late George E. Kessler that have so far not been consummated.

A charter for the organization has been secured. Directors under the charter are as follows:

Clayton D. Browne, Dr. E. H. Cary, G. B. Dealey, W. T. Davis, L. O. Donald, Sam Dysterbach, Ira P. DeLoache, John M. Fouts, T. W. Griffiths, C. B. Gardner, H. E. Henry, Wurttem D. Jones, Simon Linz, Porter Lindsley, S. T. Morgan, W. McCarthy Moore, T. H. Morrow, Hugh E. Prather, E. Gordon Perry, C. L. Sanger, Dr. D. E. Seay, Edward Titcher, Joe Utay, J. D. Van Winkle and W. J. Wyatt.

Beeman Fisher has been elected president of the Dallas Advertising League, Knox Armstrong, first vice-president, and Charles B. Mills, second vice-president, and Hix Smith, secretary.

### Manufacturers' Week Will Be June 16-21

THAT Dallas is a manufacturing center of prominence will be forcibly brought to the attention of the public during the week of June 16-21, when exhibits of Dallas-made products will be attractively displayed in practically all the downtown show windows, through the courtesy of Dallas' progressive retail merchants. Also a parade will be staged during the week, with scores of attractive floats depicting the merits of Dallas-made products and the advantages of patronizing local factories. Boude Storey is chairman of the committee from the Dallas Manufacturers' Association in charge of the week and other members of the committee are B. A. Evans, Rudolph Liebman and Henry Catto.

"What Dallas makes, makes Dallas," will be the slogan of the week, said Mr. Storey. "It is only when Dallas-made products compete in quality and price with those made elsewhere that Dallas manufacturers ask the public's patronage, but when this is true, they feel they are entitled to your support. The prosperity of Dallas factories means greater expansion for them, with larger payrolls. If you keep in Dallas the dollar you spend, the man who gets it will be better able to buy and pay for the thing you sell. When you keep your dollar at home it broadens your market. It's like bread cast upon waters—some day it may come back to you. Also increased prosperity of existing factories is the best argument that can be advanced for new factories, and every one is fully agreed that the manufacturing era is the next stage in Dallas' growth."

Judge W. M. Holland resigned last month as president of the Dallas Railway Company, to devote his entire time to the practice of law, in his firm of Holland, Bartlett, Thornton & Chilton.



A view of the recent Dallas Goodwill Excursion parading in El Paso, with jovial Fred McKinjkin, king of merry-makers, leading the "drive."

## Two Matters of Interest to Chamber Members

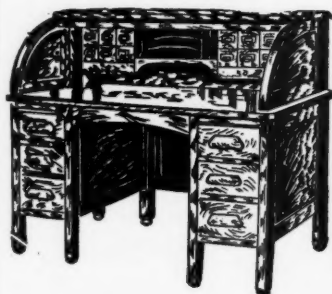
AS the exact day when this magazine will reach its readers cannot be ascertained, only brief mention will be made of two events of interest to all members:

### Chamber Textile Meeting—

A general meeting of the Chamber of Commerce will be held in the Junior Ballroom of the Adolphus at noon Tuesday, June 10, when leading textile manufacturers of the Nation will speak and many Dallas textile mills will exhibit.

### Trip to Denton—

The Dallas Courtesy Caravan, with possibly 50 automobiles in line, will leave from Young and Lamar Streets at 8 o'clock Wednesday morning, June 11, bound for Denton, where a joint celebration will be held with Denton people upon the new Dallas-Denton Interurban and the location of the new Dallas water supply project near that city. Call the Chamber of Commerce for all details, and join the procession.

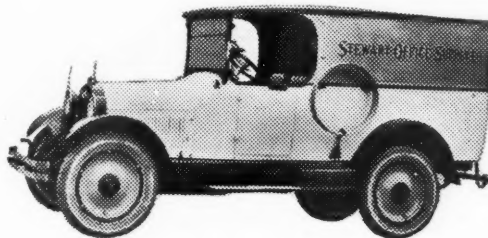


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## DICTATE

Dear Reader:

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Our local organizations are most anxious to get you started before the summer season.

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# Introducing New Concerns for May

**SIXTY-ONE** new concerns were listed during the past month by the New Industries Department of the Dallas Chamber of Commerce. The list is as follows:

**Acme Paste Company**, 3101 Elm St.; paste manufacturers.

**American Refining Company**, of Wichita Falls, has purchased property at Alma and Wall Streets to build Dallas branch.

**American Scrap Material Company**, 2615 Main Street; scrap metals and junk.

**Associated General Contractors**, 204 Liggett Building; contractors' association.

**B. & M. Cafe**, 2619 S. Ervay Street.

**Barnet & Cole**, 1616½ Main Street; beauty parlor.

**Barrett & Bailey, Inc.**, 333 Wilson Bldg.; insurance agency.

**C. R. Boatwright**, 410 Cotton Exchange Building; cotton commission merchant.

**J. L. Bothwell**, 1213 Commerce St.; architect.

**Cascade Products Company**, 217 Medical Arts Building; washing machines.

**Chestnut Grocery & Market**, 1513 Chestnut Street.

**Chicago Pneumatic Tool Company**, 210 S. Jefferson Street; machinery and tools; Texas branch.

**Commonwealth Finance Corporation**, chartered May 7; \$100,000 authorized capital; by E. J. Silvers, L. M. Rice and M. L. Block.

**Aubrey M. Costa**, 314 Linz Building; investments and loans.

**Crouch & Son**, 505 South Austin Street; transfer.

**Culbreth & Rogers**, 202 Gaston Building; manufacturers' agents.

**Distributors' Advertising Agency**, 332 N. Ervay Street; advertiser.

**Dixie Roofing Company**, 334 N. Ervay St.; roofing materials.

**F. W. Dodge Corporation**, Thomas Building; home office, New York; Camille McClure, manager, Texas office; collection and dissemination of construction news.

**Electra Pure Water Company, Inc.**, chartered May 20; \$3,000 capital; by R. R. Jourdan, A. D. Jourdan and Lee Richardson.

**Faber & Company**, chartered May 12; \$10,000 capital; by M. E. Faber, M. D. Faber and C. R. Hancock; real estate.

**Federal Trust Company of Dallas**, chartered May 5; \$100,000 authorized capital; by W. B. Frank, I. T. Houston and J. E. Ernest.

**Fifty Cents Transfer Co.**, 600 Browder St.; transfer.

**Grady Construction Co.**, chartered May 20; \$10,000 capital; by Ray Grady, A. Weinberg and E. E. Levey; building apartment building on Maple Avenue.

**Henard Mayonnaise Company**, 1711 Griffin Street; J. B. Barksdale, manager; manufacturers of mayonnaise and salad dressing; other plants at Nashville and Atlanta.

**Hernandez Bros.**, 1501 Cedar Springs Road; grocery.

**Hickman Bros.**, 800 Main St.; restaurant.

**Iroquois Publishing Company, Inc.**, Syracuse, N. Y., granted permit to do business in Texas; \$120,000 capital; C. E. Wright, Dallas, State agent; school textbook supplies.

**Charles H. Jones Automobile Company**, 2400 Main Street; automobiles.

**A. J. Kirstin Company**, 522 North Texas Building; automobile parts.

**William A. Lee & Company**, 1004 Commerce Street; wholesale drugs.

**Lile Manufacturing Company**, Phoenix, Ariz.; permit to do business in Texas; \$100,000 capital; G. C. Waldrop, Dallas, State agent; filling station equipment.

**The Little Club Tea Room**, 1625 Pacific Avenue; restaurant.

**Maple Feed & Transfer Company**, 2106 Cedar Springs Road; transfer and retail feed store.

**Maple Flake Mills**, Chicago, granted permit to do business in Texas; \$100,000 capital; F. L. Kessler, Dallas State agent.

**A. B. Mays**, 519 Wilson Bldg.; insurance.

**Medical Arts Accounting Bureau**, 214 Medical Arts Building; accountants.

**The Midwest Company**, chartered May 20; \$10,000 capital; by J. N. McCammon, A. D. McCammon and S. J. McFarland; purpose, manufacture and sale of iron and steel.

**Mills Novelty Company**, Chicago, permit to do business in Texas; \$800,000 capital; E. S. Cassady, State agent; office, 401 Thomas Building.

**O'Connor & Currie**, West Dallas pike; roofing material.

**H. N. Peak Grocery & Market**, 2533 North Henderson Avenue.

**Thomas W. Pond**, 306 Simpson-Whiteman Building; freight claims.

**Princess Peacock Beauty Shop**, 1608½ Main Street.

**Realtors' Investment Company**, chartered May 26; \$25,000 capitalization; by Victor H. Hexter, Louis J. Hexter and Fred L. Hirsch.

**Rex Theater Company**, chartered May 5; \$30,000 capital; by Will D. Crowell and John T. Henry.

**Rowland Cash Market**, 900 West Jefferson Avenue.

**Serv-U Filling Station**, 5114 Maple Avenue.

**W. F. Shelton Company**, 601 Deere Bldg.; china.

**Shield Cordage Company**, 1712 Carter St.; paper and cordage.

**Simplex Theater Supply Co.**, chartered May 26; capital, \$20,000; by G. A. Doering, Hy Sorenson and H. C. Doering.

**Superior Market**, 4032 Swiss Avenue; meat market.

**Swan Beauty Shop**, 1007 N. Haskell Ave.

**Swiss Avenue Pharmacy**, M. E. Florence and S. S. Nossek, proprietors; 4034 Swiss Avenue; drugs.

**System Bible Company**, 219 Slaughter Building; publishers.

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Exclusive Sales Agents

**E. GORDON PERRY,**  
Owner and Developer



Terminal Grocery and Market, 3223 Second Avenue.

Texas Business Exchange, 424 Wilson Bldg.

Texas Textile Mills, chartered May 2; \$5,000,000 authorized capital; incorporated by J. W. Wright, J. H. McDonough, L. T. Carpenter and others, for the purpose of building a 25,000 spindle cotton mill at Dallas.

Union Service Station, 900 Peak Street; filling station.

Way-Go Chemical Company, 107 S. Lloyd Street; incorporated for \$5,000 by J. B. LeBow, C. A. Beerman and William Thompson; manufacturers.

Yum-Yum Company, 2017 Carter Street.

Zapffe Trunk & Bag Company, 1709 Elm Street; retail baggage; A. Zapffe, president.

### Dallas, Headquarters for Leaders of Men

MARKED tribute to Dallas is that the city furnishes the presidents for so many National, Southern, Southwestern, State and district organizations. This shows the high regard in which Dallas business, professional and other men and women from various walks of life are held. While it is almost impossible to secure a list of all organizations in every field, the following organizations of which Dallas men or women are presidents, incomplete though it is, at least bears out the claim that Dallas is a "City of Leaders." The Chamber would appreciate the names of any omitted.

American Bar Association—R. E. L. Saner.  
National Music Merchants Association—Robert N. Watkin.

International Circulation Managers' Association—M. W. Florer.

Delta Sigma Phi (National)—John C. Harris.  
Southern Hardware Jobbers Association—George A. Trumbull.

Southwestern Dyers & Cleaners' Association—J. B. Heinen.

Texas Bankers' Association—R. L. Thornton.  
Southwestern Regional Optometrists' Association—Dr. R. A. Terrell.

Texas Publishers' Association—Walter A. Dealey.

Texas Retail Furniture Dealers' Association—W. H. Wray.

North Texas Chamber American Institute of Accountants—Clarence C. Bulger.

Texas Retail Jewelers' Association—Marcus Baerwald.

Texas Association of Electragists—T. L. Farmer.

Texas Men's Apparel Club—W. T. Hancock.

Texas Retail Coal Dealers' Association—Harvey S. Trewitt.

Texas State Medical Association—Dr. C. M. Rosser.

Grand Commander Knights Templar of Texas—C. L. Alderman.

Baylor Medical Alumni State Association—Dr. D. C. Bettison.

Austin College Alumni Association—T. P. Junkin.

Old Time Telegraphers Association—F. A. Mohr.

Texas Farm Bureau Cotton Association—John T. Orr.

Texas Chiropractors' Association—Dr. Chas. C. Lemly.

Texas Graduate Nurses Association—Miss Helen Holliday.

Texas Music Merchants Association—Wm. Howard Beasley.

Texas Baseball League—J. Doak Roberts.

State Federation of Labor—George H. Slater.

Texas Howard Association—W. C. Everett.

Texas Council of Social Agencies—Elmer L. Scott.

Texas Association of Insurance Agencies—A. P. Cunningham.

## KEEPING PACE WITH DALLAS

As Dallas Grows—We Grow

Here are some of those who serve you when we handle your direct advertising:

W. MARION NEWMAN, *President and General Manager*

JOHN R. SIMS, JR., *Vice-President and Service Manager*

HOWARD T. NEWMAN, *Secretary-Treasurer and Production Manager*

STANLEY T. WEBB, *Supervisor Copy Department*

LESTER N. BAKER, *Supervisor Multigraph Dept.*

MRS. F. N. GUYTON, *Supervisor Typing Dept.*

MISS UNA OLIVER, *Supervisor Composition Dept.*

MISS VIVIENNE ROSE, *Supervisor List Dept.*

MRS. RUBY YOUNG, *Supervisor Mailing Dept.*

The above are only the heads of various departments who are responsible for the proper handling of your work when done by our organization.

Each has in their particular department sufficient skilled help to enable them to properly produce their part of the work as well as it can be done anywhere in the United States—and in our particular line of work that is the World.

Our organization can satisfy your every want in Direct Advertising, and particularly so when it comes to PERSONALIZED LETTERS.



## Commercial Printing & Letter Service Company

North Texas Building

911 Main St.

# New Chamber Members for May

A TOTAL of 57 new memberships in the Chamber of Commerce were secured during May, including full count on the plural memberships of the new budget subscribers:

## NEW BUDGET SUBSCRIBERS

Clayton Oil & Refining Co., C. P. Clayton, W. J. Hickman, J. W. Ricker, L. B. Dunham, oil company and refinery; M. H. Thomas Bldg.

Dallas Morris Plan Bank, Wilbur F. Wright, Sec.-Mgr., loans and investments; 1003 Main St.

Dodge, F. W., Corporation, H. David, financial reports; 811 Thomas Bldg.

Holland, C. R. & Co., C. R. Holland, investments and securities; 2034 Southland Life Bldg.

Mills Novelty Co., E. S. Cassaday, novelties; suite 401-3 Thomas Bldg.

Stearman & Son, W. C. Stearman, general contractors; Slaughter Bldg.

## NEW INDIVIDUAL MEMBERS

Arkansas Fuel Oil Co., Chas. F. Anderson, oil company; 1604 Magnolia Bldg.

Ard, B. N., M. D.; 18th fl. Medical Arts Bldg.

Barish & Webberman, Joe Barish, produce; 2028 Cadiz St.

Barrett & Bailey, Gen. Agents, Geo. O. M. Scott, life insurance; 333 Wilson Bldg.

Bell Taxicab Distributing Co., H. M. Young, taxicab distributors; 1420 Wood St.

Booty, J. L., school for stammerers; 411 Slaughter Bldg.

Brown & Biglow Co., G. E. Warner, State sales mgr. for Texas and La.; 5829 Goliad Ave.

Brunswick-Balke-Collender Co., W. H. Humphries, branch manager, phonographs and records; 2025½ Main St.

Chas. Carlisle, M. D.; 1714 Medical Arts Building.

Carroll, Wm. G., Inc., army goods distributor; 205 S. Houston Street.

Chattanooga Medicine Co., Geo. T. Reynolds,

Western manager, manufacturers of patent medicine; 628 Wilson Building.

Giles, Robert B., M. D.; 1710-11 Medical Arts Building.

Grapico Bottling Works, S. P. Kaufman, Bottling Works, 906 N. Lancaster Ave.

Hanington, S. H., M. D.; 1310 Medical Arts Building.

Herbst Construction Co., Fred C. Herbst, general contractors; Melba Theatre Building.

Heigert, Wm. C., florist; 2714 Forest Ave.

Holland, Bartlett, Thornton, & Chilton, attorney's; Central Bank Building.

Irvine, E. J., M. D.; 1214 Medical Arts Building.

Lee & Co., Wm. A., medicines; 1004 Commerce Street.

McCarthy, Jud, watchmaker for the trade; 103 Field Street.

Motor System of Colleges, Warren S. Bailey, barbering and beauty culture school; 912½ Main Street.

Neverchoke Cotton Cleaner, I. L. Gilmore, cotton cleaner; 2815 Main Street.

Nobby Tailors, Jay E. Parks and R. V. Kincaid, tailors; 206 Bröwder Street.

North Texas Trust Co., Chas. S. Mitchell, trust company; second floor Magnolia Bldg.

Pierce, Franklin A., M. D.; Medical Arts Building.

Pond, Thos. W., consulting traffic manager; 306 Simpson-Whiteman Bldg.

Probert, Wm. Henry, M. D., surgeon; 1813 Medical Arts Bldg.

Rosser, C. M., M. D., surgeon; 710 Medical Arts Building.

Smith, Wilford B., publisher; 212 Andrews Building.

Southern Trust & Mortgage Co., Aubrey M. Costa, loans and investments; 314 Linz Building.

Southwest Mortgage Co., Carl L. Peterson, mortgages; Magnolia Building.

System Bible Co., The, J. Wesley Dickson, publisher; 219 Slaughter Bldg.

Terrell's Laboratories, North Texas Pasteur Institute, Dr. Chas. F. Carter, pathologist, chemist; pasteur institute.

Universal Lloyds, R. A. Belknap, insurance company and agency; 520 Interurban Bldg.

Watson, Jno. T., M. D.; 1214 Medical Arts Building.

Weinert, A. W., cotton broker; 1418½ Wood Street.

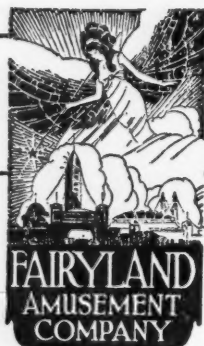
Yum-Yum Co., W. W. Bradley, manufacturers of ladies' ready-to-wear; 2017 Carter Bldg.

Zapffe Trunk & Bag Co., trunks and leather goods; 1709 Elm St.

## T. & P. Receivership Ends

Receivership of the Texas & Pacific Railroad, extending over a number of years, ended May 14. Executive offices of the line, operating some 2,000 miles of railroad, have been and will still be maintained at Dallas with J. L. Lancaster as president. Mr. Lancaster stated that this is the only road in the Southwest operated under a Federal charter, and the only one which maintains its executive offices in and is operated entirely from Dallas. Among changes in this connection, O. B. Webb, assistant general passenger agent of the road, was promoted to the position of assistant to the president, with headquarters at New Orleans, and M. D. Cloyd, former statistician, was also named an assistant to the president, with headquarters at Dallas.

The T. & P. road reported a net income in 1923 of \$3,433,111, as compared with \$1,722,584 in 1922. This was the best showing the road has made since it entered seven years ago the receivership just concluded.



## FAIRYLAND

*Dallas' Million Dollar Playground*

Main Office  
213 Browder  
Phone X8374

FAIRYLAND opens this June 29th complete with beautiful picnic grounds, large swimming pool with sand beach, dancing pavilion, and many amusement attractions and concessions.

## Fairyland Wants Picnics

Committees of Churches, Lodges, Factories, Business Houses or any other organizations planning outings can secure information and table reservations by applying at main office.

## FAIRYLAND WANTS CONVENTIONS

Fairyland built by Dallas citizens for Dallas. Located four and one-half miles east on Terrell Interurban and Scylene Road.

# Business Systems Club of Dallas

MEMBERS REPRESENT THE LEADING LINES OF  
OFFICE AND BUSINESS  
MONEY SAVING DEVICES



FOR BETTER GENERAL SERVICE  
TO ALL OFFICE APPLIANCE  
AND SPECIALTY USERS

For information regarding any office appliance or specialty equipment, send your request to us and it will be directed to the various manufacturers of the article desired.

214 BROWDER STREET

PHONE X-6032



Filing Cabinets and Systems  
Storage Cabinets and Shelving  
Steel Lockers and Equipment

The New HERRING-HALL-MARVIN Safe  
Underwriters Inspected Class A and B  
Fire and Burglar Proof Safes  
Safety Deposit and Bank Vaults

**The ABBEY-RICHARDSON Co.**

(Incorporated)

Phone X 5065 DALLAS, TEXAS 1616 Bryan St.

**KALAMAZOO LOOSE LEAF  
BINDER CO.**

1414 American Exchange Bldg.

Loose Leaf Devices

W. T. MARTIN, District Mgr.

X-2162



**100% PROTECTION**

**F. & E. CHECK WRITER SALES CO.**

2024 Main St. Phone Y-4457

W. L. BAKER, Distributor

**New Quiet 12  
Remington**

Speaks only in a whisper,  
but will be heard around  
the world.

Chas. L. Ruhl

**REMINGTON TYPEWRITER CO.**

1321 Commerce St.

X-4334



**K. H. McDANIEL**

214-16 BROWDER STREET

Distributor

**KNOWN BUSINESS NEEDS**

Used by Successful Business Everywhere

The Electrip Ediphone, The U. S. Duplicator, Ingersoll Redipoint Pencils, Parker Duofold Pens, Hutchison Spool-O-Wire Fastener, Remington Portable Typewriters, Rolls and Supplies for Ditto Machines, Buxton Key-Tainers.

**TYPEWRITERS RENTED**

X-6032



**R. O. Cardwell**

SALES AGENT

International Time  
Recording Co. of N. Y.

**Watchman's Clocks**

**Time Stamps**

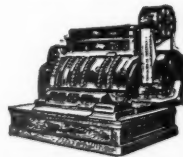
**Recording Door**

**Locks**

at 2036 Commerce St.

Y-1448

**IF YOU WANT TO KNOW**



There are two kinds of  
merchants. The first at-  
tempts to run his business  
on guess-work.

The second merchant is  
the one who insists upon  
knowing. He wants to  
know what is going on in  
his business every day and  
he wants to know that his  
information is correct.

The difference between the two is usually the difference between success and failure. If you are the type who wants to know, we can give you much valuable information. We should be glad to have you come into the office or phone for one of us to come to your store.

**H. L. KUYKENDALL**

Sales Agent

The National Cash Register Company  
1100 Commerce St. Dallas, Texas

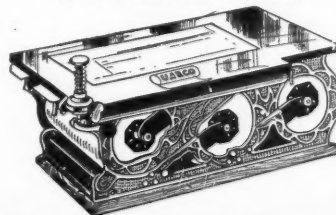
**E. C. KUSTERER**

Sales Agent

VARCO BUSINESS SYSTEMS

**AUTOGRAPHIC REGISTERS**

**ROLL PRINTED FORMS**



Y-1448

2036 Commerce St.





Types of Dallas Homes and Grounds; the four  
Texas Trust Co.; center top is Highland Park  
White Rock Lake

## DALLAS HAS RESIDENTIAL SECTIONS THAT WOULD

The strength and character of a city have their best expression through its homes. A city of beautiful, substantial and efficient  
ment, their happiness and prosperity. The dream of the true Dallasite is a city sanitary, convenient, substantial; where  
country air; where architectural beauty adds dignity and grace to its streets, and parks and playgrounds are within



Grounds; the four outside cuts courtesy North  
 Highland Park; lower center view is of  
 White Rock Lake

## WOULD BE THE ENVY OF ANY AMERICAN CITY

antial and efficient homes means that its people have prospered and have built into that city permanent proofs of their content-  
 substantial; where the houses of the rich and poor alike are comfortable; where the streets are clean and the skyline as clear as  
 grounds are within reach of every child. Dallas is proud of the progress it has made in thus achieving its ambitions.



## The Center of Real Estate Activity

A drive through Kessler Park will be both enjoyable and surprising. Enjoyable in that the natural scenery is the most beautiful about Dallas. Surprising in that you will find the property always being inspected by people desiring to own homesites among its age-old trees and picturesque slopes. The fine homes being built by some of Dallas' most prominent people and the quick sale of property in such short time will amaze you. : : : : :

## NORTH TEXAS TRUST COMPANY, Inc.

Owners · Developers · Agents

211 Magnolia Building

Phone X-2316

## What County Records Report on Dallas Real Estate

(Continued from page 11)

than \$40 per front foot. Property in this vicinity could no doubt be valued conservatively at \$70 to \$75 per front foot.

### Vickery Place Property

IN VICKERY PLACE, in the northern portion of the city, the company owning this addition sold a lot on Miller Avenue on Oct. 2, 1911, for \$1,150, the cash payment being only \$10, the remainder in notes. An adjoining lot sold on April 24, 1913, by the same company, for \$875. You would do well to purchase a lot in this vicinity today for \$2,000.

In what is known as OAK LAWN, in the northern portion of Dallas, the southeast corner of Holland Avenue and Throckmorton Street was sold for \$1,600 on March 13, 1913, by the company owning the addition in which this property is situated. The ground value there now would no doubt be readily placed at \$3,000.

In HIGHLAND PARK I find that a lot 100x250 feet, on Abbott Avenue at the head of Lexington Avenue, was sold by the company owning the addition, on Oct. 7, 1907, for \$1,000. This lot today could no doubt be valued conservatively at \$5,000.

Another lot 97½x215 feet on Lexington Avenue, in this vicinity, was sold on May 8, 1908, by the company owning the addition, for \$1,600. This lot at this time would readily sell for \$5,000.

### Profit in Residence Investment

I HAVE heard it said that a home is not a very good investment from a business viewpoint. Listen to this: On one of the lots I stated I had purchased in Mount Auburn for \$500, I erected, in June, 1913, a frame cottage costing \$1,900, and on July 1, 1913, I sold the property to a man by the name of S. L. Smith for \$2850. If I were asked to make a loan on this property today I would place as its conservative value, \$4,500. In this instance, a home has paid as an investment. You will note that the owner has not only had the use of the property as a home for 11 years and the opportunity of accumulating savings by the purchase of property, but has also gained a profit of \$1,650.

### Appreciation of Suburban Property

WE will now take up a suburban property, the history of which I know will be very interesting. You no doubt noticed in the papers recently that SUBURBAN HOME ADDITION has been added to the city and is now within the city limits. On Sept. 8, 1905, E. G. Patton conveyed to Henry D. Lindsley 50.13 acres out of the Wm. Leonard Survey for \$3,759.75. This tract was later sold by Mr. Lindsley to Tennessee Farm Company and subdivided by that company, in April, 1908, into blocks. On March 9, 1911, M. W. Brady purchased from this company one of these blocks, containing a little more than one acre, for \$600, and I bought this block from him on Dec. 1, 1923,



paying \$3,275 for it. If I had invested my savings, which equalled the consideration paid for the original tract, in this 50-acre tract when I came to Dallas on September 1, 1905, I would safely be worth today, in this investment alone, \$100,000. This tract is, to a large extent, undeveloped at this time and a fair value for it per acre would be \$2,000. This is an illustration of what an investment in Dallas real estate will do for an investor who properly invests his funds.

There are many other instances in the same sections of the city that I could relate, but time will not permit.

I believe these facts which I have given you and which are gathered solely from the Dallas County records, showing incidents in all sections of the city, should encourage you to unhesitatingly recommend the purchase of Dallas real estate as an investment.

I believe I can safely say if any of you engaged in the real estate business in Dallas, who flies the realtor banner over his establishment, will sell anyone a piece of Dallas real estate in the right location and at the right price, the investor will be guaranteed a profit within a reasonable length of time.

May I suggest as a slogan for the Real Estate Board these words:

"Buy Dallas Real Estate And Make A Profit."

## Pioneer Builders of Dallas Residence Additions

(Continued from page 13)

in Dallas, conceived the idea of establishing a section for the exclusive benefit of persons who desired to build handsome residences. Collett Munger, his son, carried out the development plan during the many years that have intervened since the start was made. The first purchase under the plan was several hundred acres, now a part of the Munger Place Addition of today.

Among other noteworthy pioneers were John P. Murphy, who came to Dallas in 1874, and C. F. Bolanz. Notable among the many additions which the firm of Murphy & Bolanz opened are Warren, Winchester, Mt. Auburn and Monarch Place. Frank Irvine, Frank G. Jester and J. D. Aldredge are among others of the long list of pioneer developers of Dallas additions, a few of whom still are active in city building, but most of whom have gone to their reward.

## Number in Dallas Schools Is 41,028

Complete returns in the Dallas scholastic census for 1924 show 41,028 persons, an increase of around 2,000 over the preceding year. The total number of white children 7 to 17 years of age is 34,057, including 17,256 boys and 16,801 girls. There are 6,971 negro scholastics.

## Real Estate Appraised Scientifically Brings Letters like the Following

W. E. GREINER, Pres.  
H. L. SEAY, 1st. Vice-Pres.  
H. A. CLEGG, 2nd Vice-Pres.

OFFICE  
EXECUTIVE SECRETARY  
210-311 AMERICAN EXCHANGE BANK BLDG.

J. H. PAYNE, Sec'y.  
E. J. GANNON, Jr., Treas.  
T. L. MONAGAN, Executive Sec'y.

PHONE Y-2222

## DALLAS ATHLETIC CLUB

**Directors**  
J. B. ADAMS, Jr. W. A. GREEN, Jr. F. L. SHAW  
J. C. BURGESS W. E. GREINER ORVILLE THOMP  
A. C. GATES H. A. CLEGG H. D. WESSLER  
E. J. GANNON, Jr. J. H. PAYNE C. WEICHEL  
A. C. GATES H. L. SEAY

**Executive Board**  
A. C. GATES, Chairman W. A. GREEN, Jr.  
C. A. GATES

DALLAS, TEXAS

May 19th, 1924

Mr. Wurtum D. Jones, Pres.,  
Dallas Real Estate Board,  
Dallas, Texas.

My dear Mr. Jones:

I want to thank you in behalf of the Directors of the Dallas Athletic Club for your promptness as well as your kindness in having an appraisal made of the Dallas Athletic Club's land located on Live Oak, St. Paul and Elm Streets, Block 94, City of Dallas.

The thinking people of Dallas as well as the holders of property appreciate the judgment exercised by your Board in making these appraisals.

When in conference a few days ago with three representatives of one of the largest loan companies in the west they were particularly anxious to have your Board's estimate of the present value of this land.

It was an evidence of the splendid, good and efficient work you all have been doing along this line, and may the good work continue, and assuring you of my personal regards I beg to remain

Yours very truly,

*T. L. Monagan*  
T. L. Monagan  
Exec. Sec'y

M B

## TO KNOW WHAT YOUR PROPERTY IS WORTH SECURE CERTIFICATE OF APPRAISAL FROM DALLAS REAL ESTATE BOARD

To insure you the best service possible in this vital matter, our Appraisal Committee is divided into four divisions. Each division composed of qualified experts, with the following personnel:

### BUSINESS AND INDUSTRIAL PROPERTY

Roy E. Smith, Chairman, Phone X-5451  
F. F. McNeny W. W. Fisher  
Chas. E. Turner Henry S. Miller

### RESIDENCE PROPERTY

R. H. Gamble, Chairman, Phone X-1434  
J. D. Cullum, Jr. Herman Webster  
Sam G. Hines Carl Steinmann

### SUBURBAN BUSINESS PROPERTY

James N. Tardy, Chairman, Phone X-5205  
Howard D. McElroy J. B. Patterson  
W. A. Thomas

### SUBURBAN ACREAGE

Geo. W. Works, Chairman, Phone X-3420  
H. W. Brouse R. E. Alexander  
A. C. Moser

Our Certificate of Appraisal is therefore an expression of opinion, certified to by five experts on values, each of whom have personally inspected your property and is engaged in handling that particular class of property. Our Appraisal service is therefore dependable and accurate, and is invaluable evidence in the preparation of incorporation papers, tax reports, inventory of estates, the sale or purchase of real estate, making of leases, or for any purpose where the true and correct value of real estate is desired.

This expert appraisal service is available to you at a nominal charge through your Realtor; any Chairman above mentioned, or our Secretary.

## DALLAS REAL ESTATE BOARD

Hugh H. Hoff, Executive Secretary

Chamber of Commerce Building

Phone X-5425

# FOREST HILLS

"Along the Shores of White Rock Lake"



THE one addition to the City of Dallas, not needing a vast amount of camouflage to make it a homesite really worth while. For Forest Hills has all that any other addition has—and just a little bit more besides.

Forest Hills is covered with big trees—Ash, Elm, Hickory, Oak and Pecan that has taken a life time to grow. Forest Hills

boasts of lots 100x200, covered with such enormous trees, a lot twice the size of an ordinary City lot.

Forest Hills boasts of nearly all City conveniences and soon will have many homes under way. Just fifteen minutes from your business downtown.

Just a stone's throw from your former residence in East Dallas.

Just the very best homesite in every way you can possibly select, whether it be North, South or East Dallas.

"An Ideal location for any Home"

\$23.50 per front foot.

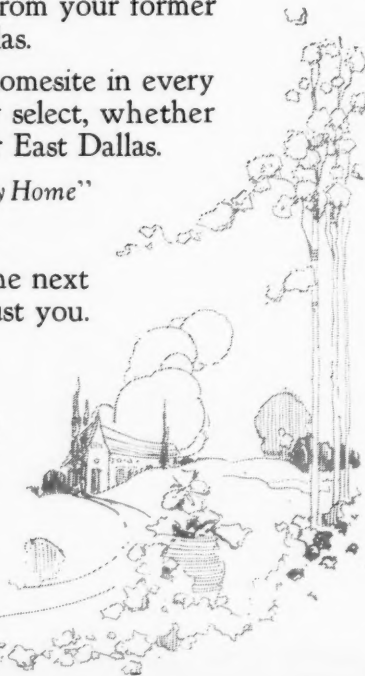
40% cheaper than the next best. Terms to suit just you.

**H. W. BROUSE**

EXCLUSIVE AGENT

1110 Magnolia Bldg.  
Y-6287

Field Office H-9916-J 5



SAM TIGERT

Chairman of the Printers' Division of the Dallas Open Shop Square Deal Association. Mr. Tigert says he believes members of his association do from 65% to 75% of the commercial printing of Dallas.

## Dallas Leads as Printing and Publishing Center

DALLAS easily leads Texas as a printing and publishing center, as is shown in a review just issued by the Department of Commerce at Washington, based on figures taken for 1921. Following are the figures for three of the leading Texas cities:

**Dallas**—Book and job printing and publishing establishments, 50; average number of wage earners, 455; wages, \$710,271; cost of materials, \$815,126, and value of products, \$2,797,310.

Newspapers and periodical printing and publishing establishments, 26; average number of wage earners, 342; wages, \$780,293; cost of materials, \$2,511,697, and value of products, \$5,263,125.

**Fort Worth**—Book and job printing and publishing establishments, 18; average number of wage earners, 95; wages, \$153,226; cost of materials, \$233,164, and value of products, \$692,443.

Newspaper and periodical printing and publishing establishments, 12; average number of wage earners, 223; wages, \$373,102; cost of materials, \$1,053,415; value of products, \$3,220,602.

**Houston**—Book and job printing and publishing establishments, 30; average number of wage earners, 325; wages, \$481,706; cost of materials, \$514,752; value of products, \$1,894,419.

Newspaper and periodical printing and publishing establishments, 15; average number of wage earners, 223; wages, \$448,894; cost of materials, \$1,238,923; value of products, \$3,450,388.

## Fairyland Park to Open on June 29th

FORMAL opening of construction work on Fairyland, the big amusement and picnic park four and one-half miles east of Dallas on the Scyene highway and the Terrell interurban, was held May 24 with City Attorney James J. Collins spading the first official dirt and J. H. Gill, representing the Chamber of Commerce, both men addressing the directors and stockholders of the Fairyland Amusement Company. An address also was made by Judge Louis Wilson, one of the directors of the company. The park will be open to the public on June 29.

Contracts for \$450,000 have been let to outside capitalists, consisting of various rides and amusements. The park has a 20-acre picnic ground, dance pavilion, swimming pool, sand beach, lake for boating, kiddies' playground, band shell for concerts, camp tents for rent, pools stocked with fish and many other features for diversion and amusement. The site is a fine natural park covered with cedar trees, with a lake one-half mile long and 200 yards wide.

Fairyland Amusement Company is organized under the Texas laws, with its stockholders largely Dallas men. L. M. Kirkes is president, A. M. Blevins, secretary-treasurer and Graham Stearns, Judge Louis Wilson and J. R. Anderson are directors. The downtown office of the company is at 213 Browder Street.

## Real Estate Concern Shows Big Business

During the past year Maillot & Stewart report leases in excess of three million dollars, sales of approximately one and a half million and loans of several hundred thousand, bringing their total for the year to approximately five million dollars. Their business is confined exclusively to downtown business property and industrial sites. The firm is composed of C. L. Maillot and C. J. Stewart with offices in the Kirby Building.

## Texas Property is Worth About Ten Billion

The estimated true value of all property in Texas in 1922 was \$9,850,888,000, according to an announcement by the Federal Bureau of Census. Oil property and improvements amounted to \$5,962,606,000; livestock, \$327,807,000; farm implements and machinery, \$105,892,000; manufacturing tools and machinery, \$208,339,000; railroads and equipment, \$640,968,000; motor vehicles, \$189,731,000; street railways, waterworks, etc., \$385,077,000; all other \$2,030,468,000. The figures for 1922 compare with \$6,379,592,000 in 1912 and \$2,322,152,000 in 1900.

*The Crest of Dallas  
Real Estate  
Values  
Today*

**GREENVILLE  
CREST**

*The  
Morning  
Side of Dallas*

**Mortgage  
Securities Co.**

A. C. Moser

H. A. Loughborough

**REALTORS**

111 Martin

X-2081

## The GROWTH of DALLAS

*Depends on Industrial Freedom—Industrial Freedom  
depends on the continued success of the Open Shop*

This fact alone is reason for your support of the members of  
the Employing Printers' Division of the Open Shop Association

### PATRONIZE PRINTERS WHO ARE MAINTAINING

#### THE OPEN SHOP PRINCIPLE

BOYD PRINTING COMPANY, THE  
1323 Wood Street, X-2788

J. M. COLVILLE & SON  
911 Commerce Street, Y-4878

R. C. DYER & COMPANY  
1315 Young Street, Y-5755, X-5755

EGAN PRINTING COMPANY  
912 Ross Avenue, X-1213

ENTERPRISE PRINTING COMPANY  
Interurban Building, Y-1428

ETHERIDGE PRINTING COMPANY  
1812 Orange Street, X-8101

GEYER PRINTING COMPANY  
1405 Young Street, X-2032

HARGREAVES PRINTING COMPANY  
1013 Main Street, X-3468, X-1324

JOHNSTON PRINTING & ADV. CO.  
1901 McKinney Ave., Y-2122

MERCHANTS PRINTING COMPANY  
1802 Jackson Street, Y-6229

PADGETT PRINTING COMPANY  
1410½ Commerce Street, X-6386

PEDERSON PRINTERY  
3114 Grand Avenue, E-5271

RICHMOND COMPANY, THE  
606 S. Akard Street, X-3670

SHEEGOG PRINTING COMPANY  
314 S. Ervay Street, Y-1728

SOUTHWEST PRINTING COMPANY  
917 Camp Street, Y-1784

TIGERT PRINTING COMPANY  
2112 Jackson Street, Y-2597

WALRAVEN BROS., INC.  
1507 Caruth Street, X-5034, Y-5034

#### PHOTO-ENGRAVERS

WHITE ENGRAVING COMPANY  
1415 Jackson Street, X-3997, Y-3997

ZEESE ENGRAVING COMPANY  
105 North Market Street, X-1297

#### TRADE COMPOSITION PLANTS

BALL-CUSTER LINOTYPING CO.  
1802½ Jackson Street, Y-1968

DALLAS LINOTYPING COMPANY  
1408 Marilla Street, X-4238

#### STEREOTYPERS

DALLAS STEREOTYPE COMPANY  
1802½ Jackson Street, Y-2914

#### PAPER RULERS

MEANS & GEORGE  
305 South Ervay Street, Y-2976



# INVESTMENT SECURITIES COMPANY OF TEXAS

*Investment Bankers*

CAPITAL AND SURPLUS \$300,000.00

OFFERS ITS SERVICES IN MAKING LOANS  
OR COMMITMENTS ON RESIDENCE AND  
BUSINESS REAL ESTATE IN DALLAS

## OFFICERS

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T. J. BETTES, *Vice-President and Treasurer*

E. R. BROWN, *Vice-President*

J. E. JARRATT, *Vice-President*

E. A. PEDEN, *Vice-President*

WM. H. COKE, *Secretary*

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J. K. HEXTER

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E. A. PEDEN

GEO. S. WATSON

R. J. WINDROW

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Those that are thus designated \* are licensed to practice as Certified Public Accountants of Texas, by the State Board of Public Accountancy of Texas, which is one of thirty-nine such State Boards with which the American Institute of Accountants co-operate in giving examinations to applicants to practice as certified public accountants.

The purpose of the Texas Chapter of the American Institute of Accountants is to admit none to membership except those who are qualified to render efficient service.

## West Texas Chamber Convention Most Successful

THE sixth annual convention of the West Texas Chamber of Commerce, held at Brownwood last month, proved to be, as anticipated, one of the largest conventions ever held in Texas, as well as one of the most enthusiastic and successful. Dallas helped to swell the throng with a special train carrying more than 100 business men as well as the band from Southern Methodist University, which proved so popular at the convention in San Angelo the preceding year and which again was a leading feature this year. C. L. Norsworthy was chairman of both the West Texas Chamber delegation and the Dallas Good Will Tour, both held last month, and he served in a similar capacity last year. Miss Josephine Selecman, daughter of President Charles C. Selecman, of Southern Methodist University, was the Duchess of Dallas at the Brownwood meet, with Miss Mary Sue Wilkinson as her maid of honor, and reflected great credit on our city. President T. M. Cullum, of the Dallas Chamber, accompanied the Dallas Chamber delegation.

Col. C. C. Walsh, of San Angelo, was elected president of the West Texas Chamber, succeeding A. B. Spencer, of Crosbyton, and Mineral Wells was chosen the next convention city. Brownwood was a most gracious host, great credit being due the Brownwood Chamber and all others responsible for the handling of the thousands in attendance. Brownwood built and had completed in time for the convention a splendid and commodious auditorium. The Memphis Chamber of Commerce band becomes the official band of the West Texas Chamber the coming year, it winning in the five-year class. Winners in other classes were as follows: Four-year, Boy Scouts Band, Plainview; three-year, Firemen's Band, Stamford; two-year, Alamo Council Boy Scouts' Band, San Antonio; one-year, Whitney Band.

## Little Theatre Brings Honor to Dallas

Dallas is widely on the map of the theatrical and artistic world through the winning, last month, of the Belasco Cup by four players representing the Little Theatre of Dallas, in the national competition of Little Theatres held in New York. The play was "Judge Lynch," written by J. W. Rogers, Jr., of the Dallas Times Herald, and the players were Misses Julia Hogan and Louise Bond and Messrs. Joe Peel and Louis V. Quince. Oliver Hinsdell is director of the Little Theatre and the scenery was designed by Olin Travis a Dallas artist. The Dallas players received great ovations at the hands of the New York dramatic critics. Mrs. R. E. L. Knight, Jr., is president of the Little Theatre of Dallas. The play was produced to capacity houses over a considerable period upon the return of the troupe from New York and will be shown elsewhere.

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### *An Epoch in the City's Growth*

An epoch is marked in the growth of Dallas with the installation of the 50,000th telephone. It places Dallas at the head of telephone installations in the entire South, and gives it more telephones than any other city of its size in the world.

Dallas, with a population of between 228,000 and 230,000 people, has 50,000 telephones, or the greatest number of telephones in any city of like size in the world. This rank in the telephone field indicates Dallas' high position in the industrial and business world.



## The Dallas Telephone Company

### Dallas Is Assured Two New Railroad Lines

C. G. BURNHAM, executive vice-president of the Chicago, Burlington & Quincy Railroad, parent line of the Fort Worth & Denver City and the Trinity & Brazos Valley, informed the Chamber of Commerce last month upon his visit here that both these subsidiaries will be extended into Dallas at the earliest possible moment. This definite commitment comes after a thorough analysis of the Dallas market and the growth and future of Dallas made by officials of the road, both upon visits here and upon reports and statistics submitted to them by the Dallas Chamber.

This announcement was forecast several weeks ago when Hale Holden, president of the Burlington lines, announced that under the consolidation plans of his company the two Texas properties would be extended into Dallas, making one continuous line from Houston on the Gulf to Denver and Portland and Seattle on the Pacific Coast.

"This is one of the biggest moves in local transportation circles in the last 25 years," said President T. M. Cullum, of the Dallas Chamber. "The completion of these plans will give Dallas 10 steam rail line connections. While the entrance of the Fort Worth & Denver and the T. & B. V. will not mean the building of new rail lines, it may mean a new joint terminal for them here. The acquisition of these lines will be of immeasurable benefit to Dallas."

The party visiting Dallas with Mr. Burnham included F. E. Clarity, vice-president and general manager of the Fort Worth & Denver, and Gen. John A. Hulen, receiver of the Trinity & Brazos Valley.

### Store in Small Texas Town Makes Record

The April 5th issue of the Dry Goods Economist, published in New York, devotes a two-page write-up to photographs and a description of the store and methods of the Mayfield-Alford Company, at Henderson, Rusk County, Texas. This store, in a town of less than 2,500, does a business of \$500,000 annually, it is stated. It was established by E. B. Alford in 1885, and now has 3,500 customers on its books. "Find out what your customers are buying and keep a good assortment of styles and sizes on hand," is the firm's idea. A quick turnover, at a small profit, has been proved by them to be much more desirable than a very slow sale of a large stock of goods at a greater margin of profit. In 1923, they bought 7,500 bales of cotton from their customers and sold to a single firm 3,500 gallons of ribbon cane syrup, which they had purchased from the customers of their dry goods establishment.



## Texas Third in South in Per Capita Wealth

Except for Virginia and Florida, both States of older development, Texas has the greatest average wealth per person of any Southern State, according to the Census Bureau, the figures being for 1922. The value of Texas' property in 1922 was \$9,850,888,000. Texas' per capita wealth was \$2,010, as compared with \$2,050 for Virginia, and \$2,358 for Florida. The following table shows how the Lone Star State's wealth per person has grown since the Civil War:

1870	.....	\$ 155
1880	.....	518
1890	.....	942
1900	.....	762
1904	.....	841
1912	.....	1561
1922	.....	2010

The State Bank & Trust Co. has been admitted to membership in the Dallas Clearing House Association. This gives the Association 11 members, leaving but two National or State banks not members. With four banks joining the Clearing House within the past few months, Dallas bank clearings for this year will make an even more splendid showing than in the past. A. L. Slaughter is president of the State Bank & Trust Co.

## BUILD A HOME

"If you're living in a tent,

Build a home.

If you are sick of paying rent,

Build a home.

You can pay and pay and pay

To the landlord till you're gray;

He can kick you out next day—

Build a home!

If you hate to move around,

Build a home.

If content you've never found,

Build a home.

If you never seem to find

Just the house you have in mind,

If you want some certain kind,

Build a home.

If you're weary of a flat,

Build a home.

One that isn't yours, at that,

Build a home.

If you're tired of coming through

For what don't belong to you,

There is just one thing to do—

Build a home!

If you own a little lot,

Build a home;

Or go buy you one, if not,

Build a home.

Get a little bit of land

Where the world will understand

You're the only owner, and

Build a home.

Start to plan, begin to dream,

Build a home.

Start to save, begin to scheme,

Build a home.

Lay a little money by

Daily, weekly, monthly—why,

It is easy if you try—

Build a home.

If you want to walk erect

Build a home.

Want your family's respect,

Build a home.

If you want the kids to grow

Healthy, hearty, happy so

What a home is they will know—

Build a home!"

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### 6,000 Convention Visitors Here Last Month

MAY was an excellent convention month for Dallas, more than 6,000 having attended the various conventions held here during the month. The largest gathering was the annual meeting of the American Wholesale Grocers' Association, one of the two big national conventions honoring Dallas this year, the other being the National Dental Association, with its meeting in November. Hyman Pearlstone, of Dallas, was elected one of the vice-presidents of the American Wholesale Grocers' Association. Attendance at this convention was around 2,500.

Marcus Baerwald, of Dallas, was re-elected president and Myron Everts, of Dallas was re-elected secretary of the Retail Jewelers' Association which held a most successful annual session here last month. Dallas is the permanent meeting place of the association.

T. L. Farmer, of Dallas, was elected president, and Charles W. Graham, of Dallas, secretary of the Texas Association of Electragists, which held its organization meeting here. Meetings will be held quarterly, with the next gathering at Houston.

W. T. Orr, of Ferris, was elected president, and J. A. Shellberg, of Fort Worth, was re-elected secretary of the Texas Funeral Directors and Embalmers' Association at the annual convention here, with some 400 in attendance. Austin was selected as the next meeting place.

The Motion Picture Theater Owners' Association of Texas, which meets semi-annually in Dallas, last month elected Col. H. A. Cole, of Marshall, president, and E. L. Byar, Terrell, secretary. The next meeting will be December 3-5.

#### Dallas Wins Clothiers' Meet

DALLAS will be the meeting place in 1925 for the Texas Retail Clothiers and Furnishers and the Texas Men's Apparel Club, a joint convention, which met last month in San Antonio. Lem. R. Loving, of Corpus Christi was elected president; J. E. Payne, Dallas, re-elected secretary-treasurer, and Gus Roos, Dallas, elected national director of the Retail Clothiers. W. T. Hancock, of Dallas, was elected president; M. M. Greenbaum, of Dallas, was elected secretary-treasurer, and Frank J. Levin, of Dallas, was elected national director of the Men's Apparel Club.

A Dallas man elected an official of the Texas Osteopathic Association, which met here last month, was Dr. Jess W. McPherson, secretary. The 1925 meeting will be held in Corsicana.

Among other conventions held here last month were: Texas Fraternal Order of Eagles, Texas Branch of the National League of District Postmasters, State Republican Convention, annual tournament of the Texas Golf Association, Eastman Kodak School, district conference of the M. E. Church, South; salesmen's conventions of both Vacuum Oil Company and the Gebhardt Company,

Texas branch of the Associated General Contractors of America.

Among conventions so far scheduled for Dallas in the future, the following are announced by the Convention Department of the Chamber:

#### Convention Schedule

##### June

State Golf Professional Tournament (at Cedar Crest Country Club)—June 10, 11 and 12.

Texas Graduate Nurses' Association—June 11, 12 and 13.

Summer Conferences Episcopal Diocese of Dallas—June 8-14.

District Meeting Texas Independent Telephone Association—July 9-10.

##### July

Texas Bar Association—July 1, 2 and 3.

##### September

Texas Circulation Managers—September.

Southwestern Nurserymen—Sept. 19-20.

Texas Butter-Egg-Poultry Ass'n—September 11-26.

Texas Sunday School Ass'n—September.

##### October

State Tax Assessors' Ass'n—Oct. 16-18.

Texas Chiropractors' Ass'n—Oct. 24-25.

Texas Ass'n of Real Estate Boards—Oct. 15-18.

State Fair of Texas—Oct. 11-26.

Texas Eclectic Medical Ass'n—Oct. 15-16.

American Society of Oral Surgeons and Exodontists—1924.

National Association of Industrial Dental Surgeons—1924.

National Society of Denture Prosthetists—October, 1924.

State Homeopathic Society—October (last week), 1924.

##### November

Texas Dental Ass'n—Nov. 9.

American Dental Ass'n—Nov. 10-14.

Texas Baptist Missionary Ass'n—Nov. 16.

Texas Ice Cream Manufacturers' Ass'n—November, latter part.

Texas General Baptist Convention—Nov. 6-10.

Psi Omega Fraternity—November 6-7, 1924.

Delta Sigma Delta Fraternity—November 10, 1924.

National Association of Dental Examiners—November 10-11, 1924.

Association of the Military Dental Surgeons of U. S.—November 11, 1924.

##### December

Moving Picture Theater Owners of Texas—Dec. 5, 6 and 7.

State Baptist Laymen—December.

#### Conventions for Dallas in 1925

Texas Farm Bureau—January.

Texas Hardware & Implement Dealers' Association—January.

North Texas Wholesale Grocers Association—January, 1925.

Conference of Epworth League Presidents—1st week of February.

Southwest District Civitans—January.

Episcopal Council, Dallas Diocese—February.

Southwestern Political & Social Science Association—March.

Fraternal Home Insurance Society Grand Lodge—March, 1925.

Grand Lodge of Texas, Ancient Order of United Workmen—July.

Baptist Organized Bible Classes of Texas—April.

Southern Hdwe. Jobbers' Ass'n—April.

American Hdwe. Mfgs.' Ass'n—April. Joint meeting with Southern Hdwe. Jobbers' Association.

Retail Furniture Dealers of Texas—April.

Texas Retail Jewelers—May.

Texas Retail Clothiers & Furnishers held jointly with Men's Apparel Club of Texas.

Texas Cotton Ginners' Association—April.

Associated Master Plumbers of Texas—May.

#### Publicity For Dallas

The Christian Science Monitor, Boston, devoted several columns in its issue of May 10 to photographs and description of the \$5,000,000 Santa Fe Terminal Building at Dallas. In addition to describing the building and telling what it means to the city, various statistics were set forth showing the importance of Dallas as a business and industrial center in general.

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BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
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The Compensation Law provides that so long as our Surplus is maintained at \$200,000.00 or more, our policyholders are free from any contingent liability to assessment.

WE HAVE A SURPLUS OF \$538,373.33

Cash dividends paid to policyholders	\$2,491,870.30
Surplus on hand that belongs to policyholders	538,373.33
Total amount of savings for policyholders since organization	3,030,243.63

About 85% of every dollar ever received by the Association has gone to injured workmen for injuries sustained and to policyholders as dividends.



R. G. Storey has been elected president of the Ex-Service Men's Luncheon Club, with Ted Jones, secretary.

\*\*\*

A. J. Greene and G. Hunter Ferguson have been added to the sales force of Ferguson & Phillips, realtors.

\*\*\*

Al. H. Reed has returned to the employ of the American Paint & Supply Co., as sales manager.

\*\*\*

The Southern Wire & Iron Co., Dallas, and the Southern Manufacturing Company, Fort Worth, have consolidated with offices to be at Dallas and both plants to continue in operation, under the name of the Southern Ornamental Iron Works. Frank E. Austin is president of the company, which is incorporated at \$100,000.

\*\*\*

The Leon Kahn Shoe Store observed its 49th anniversary the past month.

\*\*\*

Frank N. Watson has been chosen executive secretary of the Dallas Chapter of the Associated General Contractors of America.

\*\*\*

C. L. Alderman, of Dallas, has been elected Grand Commander of the Knights Templar of Texas.

\*\*\*

The Texas State Medical Association, at its annual convention at San Antonio last month, honored Dr. C. M. Rosser, of Dallas, with the presidency.

\*\*\*

J. Fred Smith has been elected Mayor of University Park, newly incorporated municipality adjacent to Southern Methodist University.

\*\*\*

Dr. D. C. Bettison, of Dallas, was elected president of the Baylor Medical Alumni State Association.

\*\*\*

W. A. Thomas represented the Dallas Real Estate Board in the five-minute speaking contest at the convention of the National Association of Real Estate Boards, held at Washington, June 3rd to 6th.

\*\*\*

George Schepps, of Dallas, was elected president of the Texas Association of the Baking Industry at the convention at Beaumont last month.

\*\*\*

J. R. Bower has been chosen president of the City Club, with Henry D. Lindsley, Jr., secretary.

\*\*\*

S. W. Marshall has been appointed general counsel and elected a director of the Republic Trust & Savings Bank.

Dallas was honored the past month by an automobile caravan of about 75 of the leading citizens of Glen Rose, Somervell County, with George I. Daniel in charge. This good will tour was designed to further acquaint the public with the glories of Glen Rose and the merits of its mineral waters.

\*\*\*

Authur L. Kramer has been elected president of the Temple Emanu-El Congregation.

\*\*\*

C. L. Wakefield has been elected chairman of the City and County Hospital Board, to fill the vacancy caused by the resignation of J. E. Lee.

\*\*\*

Mrs. John S. Turner, of Dallas, was elected president of the Woman's Missionary Society of the North Texas M. E. Conference.

\*\*\*

The 350-foot chimney of the new plant of the Dallas Power & Light Company is said to be the tallest reinforced concrete chimney ever built for strictly power plant purposes.

\*\*\*

R. L. Thornton, president of the Mercantile Bank & Trust Co., Dallas, has been added to the notable list of Dallas men heading various State and National associations, in his election last month as president of the Texas State Bankers' Association.

\*\*\*

Harvey S. Trewitt, of Dallas, was elected president, last month, of the Texas Retail Coal Dealers' Association and C. R. Goldman, of Dallas, was re-elected secretary-treasurer.

\*\*\*

The Texas Public Utilities Corporation, with headquarters at Dallas, has purchased the Lufkin Power & Light Co., Lufkin, with N. D. Shands, of Lufkin, continuing as manager.

\*\*\*

The University Club, of Dallas, has moved its quarters from the Oriental Hotel to the main dining room of the Adolphus Hotel, its lease having expired June 1st and which could not be extended because of the early razing of the Oriental to make way for the new Baker Hotel. The quarters are temporary pending the building of the home of the club on the roof of the new Santa Fe Building.

\*\*\*

Charles E. Hayden, contractor, has been appointed city building inspector, succeeding D. C. McCord, who has held the position the past five years.

\*\*\*

G. H. Doerner of the Federal Reserve Bank has been elected president of the Dallas Chapter of the American Institute of Banking.

The Oak Cliff Paper Mills, owned and operated by Jno. G. Fleming and Sons, has recently increased its capacity from 12 to 40 tons of paper daily. Scrap paper is the chief raw material used in their processes of manufacture, their output being 12 different standard grades of building and wrapping paper. The plant is at Bettison Circle and the Santa Fe tracks, in Oak Cliff.

\*\*\*

Allen C. Ater, traveling passenger agent of the Gulf, Colorado & Santa Fe lines, with headquarters at Houston, has been appointed division passenger agent in charge of the Dallas office to succeed the late Charles L. Holland.

\*\*\*

Mr. and Mrs. S. A. Temple have announced they will endow a scholarship in perpetuity at the University of the South, Sewanee, Tenn., in memory of their son, Hunter B. Temple, who was killed here recently in an airplane accident. He was to have attended Sewanee.

\*\*\*

The east half of the ground floor of the Hooker Hardware Company, 1405-7 Elm Street, has been leased to the Devoe & Reynolds Company.

\*\*\*

R. H. Hunt & Co., of Dallas, have been named as architects to draw plans for the new \$200,000 church that will be erected on Austin Avenue, Waco, by the Methodists.

\*\*\*

Koch & Fowler, Dallas civil engineers, are superintending the installation of a white way system of lighting for Grand Prairie. The light standards that will be used will be made in Dallas by the Southern Architectural Cement Stone Company.

\*\*\*

The Texas Power & Light Co., with headquarters in Dallas, has purchased the Crockett Power & Light Company's plant at Crockett.

\*\*\*

Henry C. Hughes, of Dallas, was named on the executive committee of the National Confectioners' Association at its meeting in Chicago, last month.

\*\*\*

A branch of the Denver Tourist Bureau, under the auspices of the Denver Chamber of Commerce, was opened on the balcony of A. Harris & Co., last month, with Mrs. Flora M. Hobbs in charge to answer all questions about "Cool Colorado" for tourists.

Business opportunity as stockholder and officer in Texas Corporation doing wholesale jobbing plumbing business in Dallas territory. Good history and prospects. Stock par. Desire young man with technical knowledge of plumbing business, good education and personality, able to purchase stock of retiring officer. Inquire, Director 418-19 Western Indemnity Building, Dallas, Texas.

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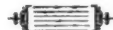


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### Eleven Towns Bear Name of "Dallas"

The memory of George M. Dallas, Vice-President of the United States under the Polk administration, for whom Dallas, Texas, was named by its founder, John Neeley Bryan, back in 1841, should by all means remain fresh in the minds of the people of the Nation. In addition to our own city, towns in ten other States bear the name of Dallas. These are located in Alabama, Colorado, Florida, Georgia, Maine, North Carolina, Oregon, Pennsylvania, South Dakota and Wisconsin. Also there are a half-dozen towns that bear "Dallas" in their names, such as Dallas City, Dallas Center, etc. Notwithstanding this, any resident of the United States or foreign countries who wishes to address a letter to Dallas, Texas, and neglects to add "Texas," need not worry. It will reach its proper destination without fail, as is exemplified in thousands of instances which the local post office could recite.

### Northern Representative Thanks Chamber

The Chamber of Commerce is in receipt of a letter from Ben Statman, official of the R. B. Manufacturing Co., Cincinnati, who was here recently in connection with opening a distributing branch in Dallas, which says in part:

"I want to express my gratitude for the many courtesies shown me by your New Industries Department, and also to make some comment on the changes that have taken place in your city since I saw it last, back in 1908. I can hardly realize the tremendous progress that has been made in a few years. I am confident that in ten years from today Dallas will have 500,000 population. I want especially to commend your traffic control system, which could well be copied by cities boasting a much larger population. My business connections will permit me, I hope, to make many visits to Dallas."

Homer A. McDougale has become associated with the Rollins Sales Company, distributors for the Haynes Motor Company, in the capacity of office manager.

Ben T. Stanford, for a number of years secretary and general manager of the Haverty Furniture Company at Dallas, has been made vice president of the company, which has its headquarters at Atlanta.

## M. M. MAYFIELD

LUMBER

ELM STREET AND T. & P. RY.

PHONES: H-2171, H-2172, H-2173



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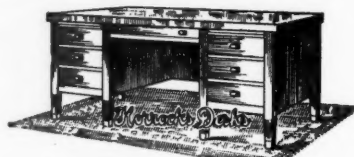
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## "All-College Day" at State Fair Announced

**A**N "All-College Day" at the State Fair of Texas, Oct. 11-26, inclusive, has been announced. This will be Saturday, October 18, when Southern Methodist University and the University of Texas football teams will compete. The stadium, where the game will be played, will stage a unique event that night. On two great stages and a center "ring" the "all-collegiate" circus will be held, with acts and stunts from practically every important university and college in Texas. Prizes totaling \$3,500 will be awarded for the most clever and unusual features. It is planned to make the event a gorgeous spectacle, culminating in a college queen, the most beautiful college or university girl in Texas. John B. Moon and P. B. Garrett, alumni of the University of Texas, have been named directors in charge of the event.

Under a new agreement between the Dallas Park Board and the State Fair directors, effective over a 20-year period, the Fair Association assumes control of Fair Park throughout the entire year, but it is to be open to the public save during the State Fair in the fall and a period each spring when the Fair Association has the privilege of staging races or other features for which admission will be charged. It is believed that under this arrangement the fullest progress and development of the State Fair is assured.

## Dallas, Golfing Center

Dallas is rapidly advancing its position as Texas' golf capital, as it now has 11 golf courses either completed or under construction. Also Brook Hollow Country Club was the host to the annual tournament of the Texas Golf Association last month, with Tom Cochran, of Wichita Falls, the winner and A. L. Badger, of Dallas, runner-up, and during June the professional golfers of the State will have their inning, in the annual tournament to be held at Cedar Crest Country Club. To show the following golf has in Dallas, 1,600 people saw the final in the State amateur championship at Brook Hollow. Dallas sporting goods dealers have set aside the second week of June as the date when all Dallas people may receive free golf instruction from professionals, this plan being unique in the Southwest.

## Music Week Successful

Music Week in Dallas, May 4-11, where the idea which the Nation has adopted originated, has become a series of events of increasing importance annually. The fifth annual celebration, held last month, was by far the most successful in the history of the movement. As an example, more than 3,000 people attended a presentation of "Carmen" offered by a Dallas company, and the massed ten-piano recital, the recital by Texas composers and various other features also proved most popular.

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(5) GREAT SOUTHERN LIFE BLDG

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(11) BOGER BUILDING

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